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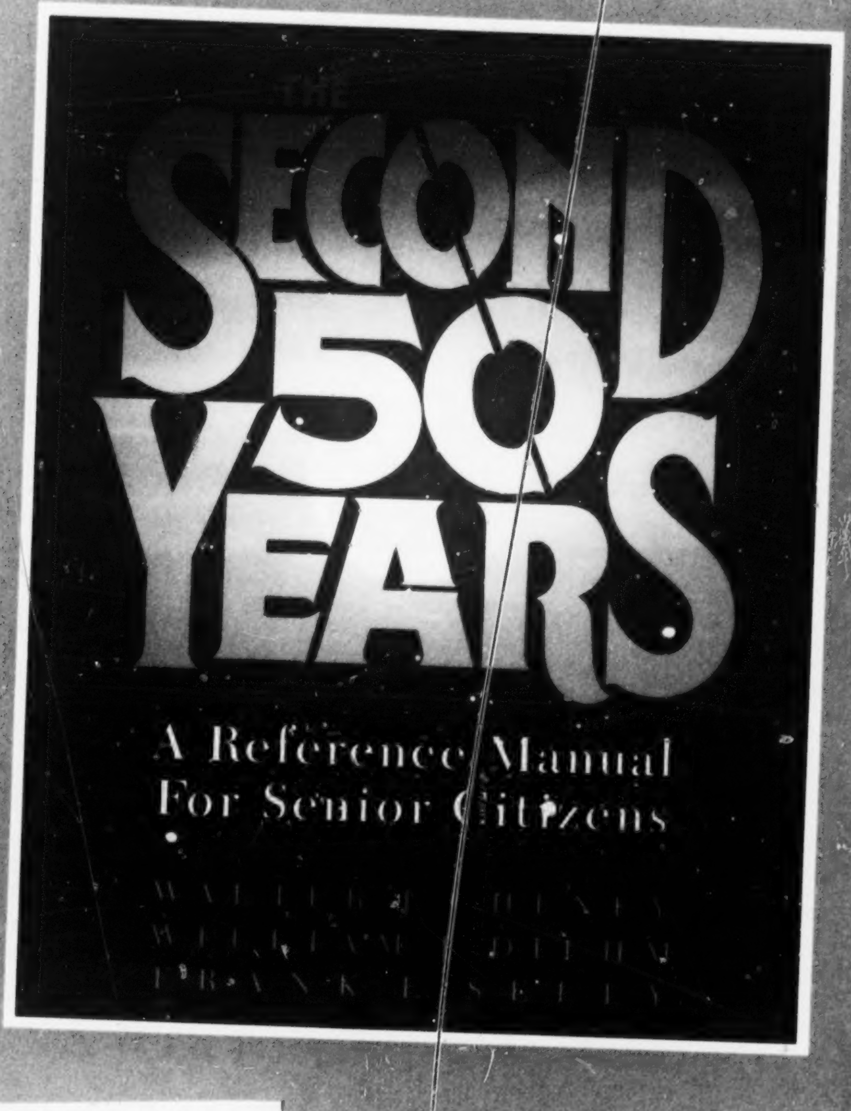
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Publishers Weekly

VOLUME 238 NUMBER 50
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

NOVEMBER 15, 1991

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NEWS OF THE WEEK

EDITOR: MADALYNNE REUTER / ASSOCIATE EDITOR: CALVIN REID

'Scarlett' TV Rights Go For Record $10 Million

Setting a record that has astonished the film and publishing industries, *Scarlett*, the sequel to *Gone With the Wind*, has been bought by CBS and a consortium of American and European investors for just under $10 million. Elsewhere the figure was given as $8 million—still enough to startle. The deal covers American television rights and TV and film rights abroad.

The fact that the novel by Alexandra Ripley, for which Warner Books paid close to $5 million, has received generally negative reviews has not prevented it from becoming an instant international No. 1 fiction bestseller. Nor, obviously, did it discourage the many contenders for the dramatic rights just sold by the William Morris Agency, which represents the estate of *Gone With the Wind* author Margaret Mitchell.

CBS's partners in the enterprise are Silvio Berlusconi, a major shareholder in the Italian publishing house Mondadori, who also has broadcasting and newspaper interests; a German communications conglomerate, the Kirch Group; and Robert Halmi, chairman of RHI Entertainment, Inc., and producer of the top-rated CBS miniseries *Lonesome Dove*, from the Larry McMurtry novel. Rizzoli, incidentally, is the publisher of *Scarlett* in Italy.

Ripley, who will not write the eight-hour-minimum miniseries, is to receive a percentage of the proceeds under the contract just signed, as of all income generated by her sequel.

William Morris executives closely involved in strategy and/or negotiations leading from commissioning of the book to the sale of dramatic rights included Irene Webb, vice-president of the motion picture and literary departments; Robert Gottlieb, head of the New York literary department; Owen Laster, worldwide head of publishing; Allan Kanof, head of the New York office; Marcie Posner, head of international rights; Roger Davis, executive vice-president, and Jerry Katzman, head of the entire agency.

Orchestrating the simultaneous worldwide publication of *Scarlett* was part of a plan to put the novel on the map as a global event and stimulate just such an international entrepreneurial response as has led to the present film agreement.

The purchasers will hold their rights in perpetuity and may exhibit the miniseries as a feature film abroad, though not here. They also have videocassette and video disk rights in perpetuity.

Not covered in their contract are audio rights, for which another record price has just been paid by Simon & Schuster: $150,000. An abridged audio version of *Scarlett* will be on the market for this Christmas.

Airing of the miniseries is scheduled for 1993. Warner, which probably will have published the novel in softcover in 1992, may then be expected to issue a tie-in paperback edition.

Casting the original *Gone With the Wind* film became a national preoccupation in the late 1930s, and casting the sequel promises to keep publicity drums beating over an even wider area. Halmi says an unknown will be sought to play Scarlett opposite an established actor as Rhett Butler.

Prior to the present deal, the highest price paid for screen rights was around $2.5 million for *Thy Neighbor's Wife* by Gay Talese, never filmed.

—Paul Nathan

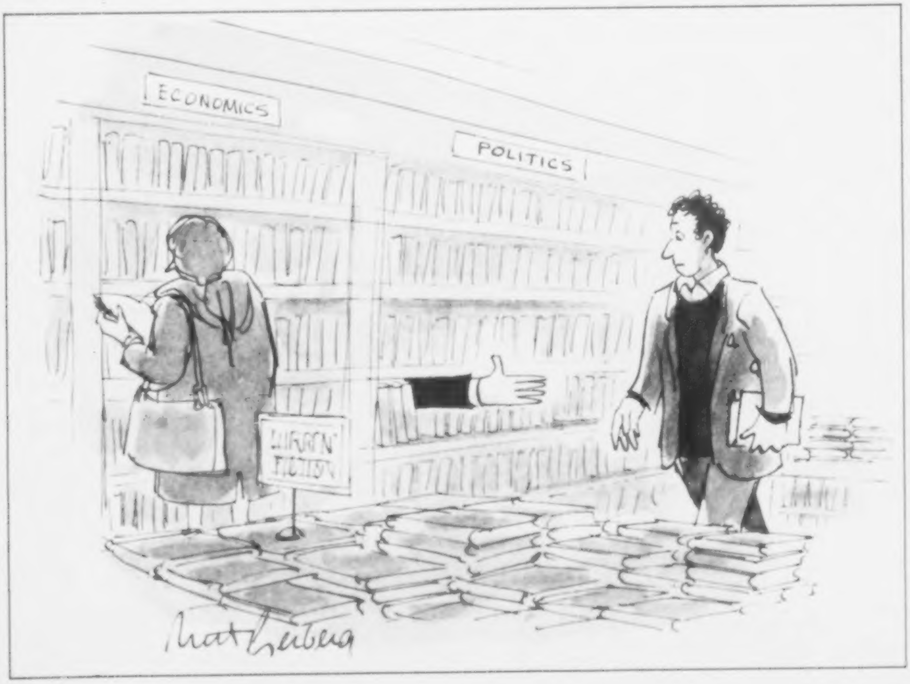
AAP Sales Report for Septemeber

Category	% change, September*	% change, YTD
Adult hardcover	16.3	8.2
Adult paperback	25.6	6.5
Juvenile hardcover	18.9	6.3
Juvenile paperback	33.6	15.4
Univ. pr. hardcover	11.8	3.2
Univ. pr. paperback	8.4	13.7
Bibles, etc.	38.0	27.2
Mass market paperback	3.8	4.3
Book club	-4.5	5.1
Mail order	13.4	4.0
Sci-tech	6.6	1.4
College texts	4.6	-1.3
School texts	-2.6	3.6

**Percent changes measured against same time periods, 1990.*

Out of Line

by Mort Gerberg



grown to such an extent that they now constitute a commercial, high-sales-volume end of the small-press distribution industry.

"Many more publishers than ever before can now have access to the trade, with much greater success than 10 years ago," says Eric Kampmann, formerly of Kampmann & Company Inc., who now handles sales for the Maryland-based marketing-distribution firm National Book Network. "There has certainly been a proliferation of strong, independent publishers, which is the reason I survived the debacle of several years ago. People need our services."

In the wake of the "debacle"—a failure of an early Kampmann sales-distribution venture that entailed bankruptcy courts, seized assets, and left several small presses extremely embittered—Kampmann joined with Jed Lyons, who heads the distribution end, in NBN. The firm offers exclusive representation for some 50 well-established independent publishers, from Confluence Press and Harvard Common Press to Mustang Publishing and Urban Institute Press.

Also at the high-volume end, Publishers Group West, in Emeryville, Calif., now handles more than 150 active publishers. In 1987, PGW received more than $16 million in net sales after returns. This year, it anticipates some $43 million, according to Gary Todoroff, v-p and director of sales. What accounts for the growth? "There's a fairly significant disenfranchisement from New York publishing," he says. "In some cases, New York publishers have an insensitivity to what's going on. They don't know what booksellers need or want or what the consumers want. We're meeting the need."

Established in 1976, PGW has 100 staffers and 18 sales reps, and expects within the next 16 months to complete a conversion to all house reps. "We're trying to provide the same sales dynamic that any major publisher can," says Todoroff. "We're not there yet, but we're close."

Thus, some of the major choices, however limited, for small, independent publishers. Are they meeting the publishers' needs? Publishers' off-the-record complaints about distributors—and vice versa—abound. Without question, however, a tier system of distributors is in place, however small and shaky, and publishers are always there to climb it.

Options, Not Solutions

Consider Cane Hill, a small literary press in New York that just signed on with its first distributor. Publisher Steve Schrader, whose small list (he publishes two or three titles yearly) has generated excellent reviews, relied until recently on orders from wholesalers to reach the trade.

"I used to get orders from 30 or 40 stores," says Schrader, who has now joined InBook. "I had no access to salesmen. Now, with InBook, I have 18 salesmen and I'm in a couple of hundred stores I wouldn't have gotten into otherwise. I don't know how else someone in my position—with one or two people—can sell to the trade."

Then consider Thunder's Mouth Press, which began as a literary press 10 years ago. In the early years, when he was bringing out few titles, publisher Neil Ortenberg turned to Persea Books for distribution. Then, with an expanding list, he joined Consortium, where he continued to grow, and remained there for three years, until last January.

Today, Ortenberg's press is a small trade house doing primarily nonfiction titles and is represented by Publishers Group West. PGW, he notes, has already "met, if not exceeded" his expectations, advancing, for example, 35,000 copies of his just-shipped nonfiction book *Plausible Denial* by Mark Lane, a look at the JFK assassination.

Although highly critical of Consortium's sales performance, Ortenberg recognizes that his publishing program—and therefore his distribution needs—changed sharply while with the St. Paul company. "Consortium is good mainly for nonprofit literary publishers—they take small or neophyte operations and bring them a couple of rungs up—but not adequate in terms of advancing sales if you want to be a more commercial trade publisher," he says. "PGW, on the other hand, is a much more muscular, aggressive and sophisticated company."

Ortenberg, for one, is not optimistic that other small publishers, hoping to grow like Thunder's Mouth, will find strong distributors waiting to meet their expanded needs. "Publishers are growing more and more sophisticated but their distribution options are not increasing," he says.

"I don't believe there's a solution," he adds. "In literary publishing, more federal and foundation funding—like the new Lila Wallace and Mellon programs—will have an impact but won't change anything. What's needed are new entrepreneurial people. But if you're an entrepreneur, why get into literary book distribution? You can make money at it—but it's very tough."☐

How Booksellers Deal with Small Presses

Which three wholesalers do you most often use for your small press purchases?

Ingram	60.6%
Baker & Taylor	39.1
Bookpeople	24.2
Inland	14.9
Gordon's	13.0
Pacific Pipeline	10.2
NACSCORP	5.9
Koen	5.6
PGW	5.3
Spring Arbor	4.3
Bookslinger	4.0
New Leaf	4.0
Golden-Lee	3.7
the distributors	3.1
Bookman	2.8
Consortium	2.8
L-S Distributors	2.2
Partners	1.9
Southern Books	1.9
Bookazine	1.6

In August, 1000 randomly selected bookstores were sent a questionnaire by Cahners Research; over 400 responded to 20 questions intended to establish the size of market for small press books. Among the highlights: 90% carry small press books, with the average store carrying 1350 titles; sales of such titles averaged $25,000 per bookstore in 1990, about 2% of total sales; 80% indicated they did not want small presses to do more in hardcover; about half of all small press purchases are made directly from the publisher, although insufficient discounts were cited as the most troublesome aspect of dealing with the smaller houses. And finally, the figures at left indicate that, of the preferred suppliers, Ingram is dominant, though one should recall that national wholesalers may in turn fulfill requests through sales groups, such as Consortium, PGW, etc. (For a copy of the survey, call Cathy Hoey at 212-463-6787.)

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TELEX-*127-703 RR BOWKER*

CONTRACTS COORDINATOR
Paul Walker *(212) 463-6604*

NORTHEAST
Lynn Myers *(212) 463-6811*
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MIDWEST
Matthew Hurley *(708) 390-2917*
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
Des Plaines, Ill. 60017-5080
FAX: *(708) 635-0929*

WEST
Jim Levitt *(818) 784-5101*
Lorna Campbell
7111 Radford
North Hollywood, Calif. 91605
FAX: *(818) 982-6387*

SOUTH
Robin Mays *(404) 955-6500*
Cahners Publishing Company
6520 Powers Ferry Road, Suite 395
Atlanta, Ga. 30339
FAX: *(404) 955-2585*

CANADA
Claude Choquette *(514) 348-3236*
The Rights Agency
C.P. 596, Station N
Montreal, Quebec H2X 3M6

FRANCE
Eliane Benisti *33-1-42-22-85-33*
80 Rue des Saints Peres
75007 Paris, France
TELEX: *[illegible] F ECOLOIS*

ITALY
Donatella Barbieri
Agenzia *00392-865445*
Letteraria Internazionale
Via Fratelli Gabba, 3
I-20121 Milano, Italy
TELEX: [illegible] FAX: [illegible]

JAPAN
Tom Mori *03-230-4081*
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Chiyoda-ku, Tokyo
TELEX: *2324915 TUTMOR J*

SPAIN, PORTUGAL, AND LATIN AMERICA
Gloria Gutierrez,
Carmen Balcells *34-3-220-85-65*
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Diagonal 580
Barcelona, 08021, Spain
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ENGLAND
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Publishers Weekly (ISSN 0000-0019) RPUSA 123397457 is published weekly, with the exception of the last week in December and with additional issues in January, February, July and August by the Cahners Publishing Company. Cahners Publishing Company is a Division of Reed Publishing USA, 275 Washington St., Newton MA 02158-1630. Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; Robert T. Brawn, Sr. Vice President/General Manager; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Fulfillment Corp. of America, 205 West Center St., Marion, OH 43302. Second Class postage paid at New York, N.Y. and additional mailing offices. **POSTMASTER: Send address changes to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43302.** All editorial and advertising correspondence should be addressed to the office of publication: PUBLISHERS WEEKLY, 249 West 17th St., New York, NY 10011; telephone: 212/645-0067; telex: 12-7703; fax: 212/242-7216. Address circulation correspondence and changes of address to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43302; telephone 1-800-842-1669; in Canada and all other countries, telephone: 1-614-382-3322. Printed in USA. PUBLISHERS WEEKLY copyright 1991 by Reed Publishing USA; Robert L. Krakoff, Chairman and Chief Executive Officer. SUBSCRIPTION PRICES: U.S.A.: 1 year $119, 2 years $199, 3 years $279. Canada: 1 year $177, 2 years $301, 3 years $425. Air Delivery to all other countries: 1 year $260, 2 years $442, 3 years $624. (Remit in U.S. funds only). Single copies are available at $5.00 for regular issues and $10.00 for Announcement issues. PUBLISHERS WEEKLY is a registered trademark of Reed Properties, Inc., used under license. ☐ Specialized Business Magazines For Building and Construction, Research, Technology, Electronics, Computing, Printing, Publishing, Health Care, Food Service, Packaging, Environmental Engineering, Manufacturing, Entertainment, Media, Home Furnishings, Interior Design and Lodging. ☐ Specialized Consumer Magazines For Childcare, Boating and Wedding Planning.

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The Rush for Magic Johnson Books • Book Sales Still Spotty
A Crop of New Children's Authors & Illustrators

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How's this for openers?

DOUBLE CROSS W SAM GIANCANA AND CHUCK GIANCANA

"Don't ever forget that I'm the Justice of the Peace...if they do what we want, we'll take care of them. If they don't, well, we'll take care of that, too."

FRENCH SILK W SANDRA BROWN

Reverend Jackson Wilde had been shot in the head, the heart and the testicles. Right off, Cassidy figured that was a significant clue.

ON MY HONOR, I WILL W RANDY PENNINGTON & MARC BOCKMON

What would happen if the Boy Scout Oath were applied to American business? It would change the way we do business from the inside out—not just the outside in!

GOOD DOGS, GREAT OWNERS W BRIAN KILCOMMONS & PAUL KUNKEL

The easy part is training the dog, the hard part is training the owner.

BREAKING WITH TRADITION W FELICE N. SCHWARTZ

We need a revolution of the same magnitude as the upheaval that freed women from the confines of the home. This one has to start not with women, but with employers.

THE CLUB RULES W PAUL ROSENFIELD

There are 200 people floating around the top of Hollywood. They make money together, and sometimes they make magic—and always they protect each other. They're the club...

DEAD ON DELIVERY W ROBERT M. STUT

They should never have let this meeting between DEA agent
Blood still trickled from Hatcher's right eye.

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Publishers Weekly

VOLUME 238 NUMBER 56
ISSN 0000-0019
THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING
DECEMBER 20, 1991

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Wright Bio Ruling Eases Fair Use Restrictions

Despite a recent appeals court decision affirming that the use of unpublished materials in a 1988 biography of Richard Wright is within the fair use guidelines, critics of the current fair use interpretations continue to call for Congressional action to broaden legal access by biographers and scholars to unpublished material.

Margaret Walker's *Richard Wright: Daemonic Genius*, a biography of the expatriate novelist and essayist, was copublished by Warner Books and Amistad Press. The ruling in November by the U.S. Court of Appeals in New York affirmed an earlier lower court judgment in favor of the "sparing" use of portions of Wright's unpublished letters sent to Walker in the 1930s, as well as journal entries and an unpublished essay. The suit was brought by Wright's widow Ellen Wright. He died in 1960.

Margaret Walker, author of the novel *Jubilee*, who worked on the biography for 15 years, said, "I am elated over the outcome of this suit. We revised the manuscript five times over a period of five years and much of the revision was to prevent copyright infringement."

The court emphasized that Walker's book satisfied three of the four determining factors for fair use, ruling that only one factor, the unpublished nature of the material, was an obstacle to fair use claims—"but not an insurmountable one." The other three factors are: what the material is being used for, the amount of material used, and the effect of the use on the market value of the allegedly infringed material.

The court said that while previous rulings on fair use of unpublished material "normally" gave precedence to the author's rights to first publication over any claims of fair use, those rulings have never "erected a per se rule" prohibiting all use of unpublished material.

"The fair use test remains a totality inquiry, tailored to the particular facts of each case," said the court. "This is not a reprise of *Salinger* and *New Era I*. The biography's use of Wright's expressive works is modest and serves to illustrate factual points or to establish Dr. Walker's relationship with the author."

Many in the industry worry that previous rulings have severely narrowed the scope of fair use guidelines.

Mark Fowler of Satterlee, Stephens Burke & Burke, one of the attorneys for Warner Books/Amistad Press and Margaret Walker, said, "The decision goes some distance towards a balanced approach to the use of unpublished material. It clarifies that there is not total protection of unpublished material and that the door is open for the appropriate use of a meaningful proportion of the work in question. But there is still a lot of ambiguity on fair use and it would be useful for Congress to introduce legislation to fully clarify the issue."

PEN legal advisor Leon Friedman, who filed a friend-of-the-court brief for PEN American Center urging less restriction on unpublished material, said the ruling "helps a little, but we still need help from Congress with legislation. Whether or not material is unpublished should be considered as an element; it shouldn't be conclusive."

Andres Valdespino of Walsh and Valdespino, attorney for Ellen Wright, said Mrs. Wright "had no present plans" to appeal the judgment. "We are disappointed in the court's decision," Valdespino said, "but gratified by the court's analysis that unpublished works must be treated differently."

Valdespino pointed out that the court's action would dispel "a lot of the legal hysteria that has sprung up around this issue." He said that shortly after the *New Era* ruling "legal writers began to describe these rulings as a 'per se rule' prohibiting any use of unpublished material whatsoever. I only wish that were true—it would have made my life a lot easier. The appeals courts have always considered the four-prong analysis. I never argued that there was a per se rule and this decision emphasizes that." —C.R.

Biography of the Biography

Margaret Walker's *Richard Wright: Daemonic Genius* was orginally acquired in 1974 for Howard University Press by Charles Harris, its director at the time. Now director and co-owner of Amistad Press, which copublished the biography with Warner Books, Harris has continued as Walker's editor over the course of 10 years of litigation, five manuscript revisions and several changes of publishing environment.

Harris said, "The book became the center of a complex combination of issues involving academic freedom and prior restraint" after it was announced for publication in 1979. He said Wright's widow began putting legal pressure on Howard University Press, asking to see Walker's entire manuscript, not just quoted passages from Wright's work. Although the press refused to allow Mrs. Wright to see the manuscript, Walker began the first of her five revisions, and the press turned to outside legal counsel to "make sure we dealt with the Wright estate properly."

Leaving the press in 1986, Harris founded Amistad, specializing in works by and about African Americans. By then, with complex legal questions surrounding the book, Howard was willing to let Walker follow Harris to Amistad Press. After a brief association with defunct Dodd, Mead, Harris entered a copublishing agreement with Warner Books in 1988, bringing the Wright biography along with him.

Harris believes that legislation clarifying fair use is necessary to protect "the dissemination of knowledge" and he praised his copublisher. "Warner Books has absorbed significant legal expenses," he said. "It says a lot about [president] Larry Kirshbaum and Warner Books counsel Carol Fein Ross. They knew a lawsuit was coming when they agreed to copublish this book."

AAP Sales Report for October

Category	% change, Oct.	% change, YTD
Adult hardcover	-3.0	5.6
Adult paperback	-3.9	4.8
Juvenile hardcover	52.5	10.1
Juvenile paperback	11.6	18.2
Univ. pr. hardcover	38.6	8.4
Univ. pr. paperback	-4.8	10.8
Bibles, etc.	7.0	24.2
Mass market paperback	6.8	8.3
Book club	-3.7	4.1
Mail order	9.3	3.2
Sci-tech	25.7	1.4
College texts	36.3	-2.4
School texts	-8.1	2.9

**Percent changes measured against same time periods, 1990.*

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North Hollywood, Calif. 91605
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SOUTH
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CANADA
Claude Choquette *(514) 348-3236*
The Rights Agency
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Montreal, Quebec H2X 3M6

FRANCE
Eliane Benisti *33-1-42-22-85-33*
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Publishers Weekly (ISSN 0000-0019) RPUSA 123397457 is published weekly, with the exception of the last week in December and with additional issues in January, February, July and August by the Cahners Publishing Company. Cahners Publishing Company is a Division of Reed Publishing USA, 275 Washington St., Newton MA 02158-1630. Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; Robert T. Brawn, Sr. Vice President/General Manager; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Fulfillment Corp. of America, 205 West Center St., Marion, OH 43302. Second Class postage paid at New York, N.Y. and additional mailing offices. **POSTMASTER: Send address changes to** PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43302. All editorial and advertising correspondence should be addressed to the office of publication: PUBLISHERS WEEKLY, 249 West 17th St., New York, NY 10011; telephone: 212/645-0067; telex:12-7703; fax:212/242-7216. Address circulation correspondence and changes of address to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43302; telephone 1-800-842-1669; in Canada and all other countries, telephone: 1-614-382-3322. Printed in USA. PUBLISHERS WEEKLY copyright 1991 by Reed Publishing USA; Robert L. Krakoff, Chairman and Chief Executive Officer. SUBSCRIPTION PRICES: U.S.A.: 1 year $119, 2 years $199, 3 years $279. Canada: 1 year $177, 2 years $301, 3 years $425. Air Delivery to all other countries: 1 year $260, 2 years $442, 3 years $624. (Remit in U.S. funds only). Single copies are available at $5.00 for regular issues and $10.00 for Announcement issues. PUBLISHERS WEEKLY is a registered trademark of Reed Properties, Inc., used under license. ☐ Specialized Business Magazines For Building and Construction, Research, Technology, Electronics, Computing, Printing, Publishing, Health Care, Food Service, Packaging, Environmental Engineering, Manufacturing, Entertainment, Media, Home Furnishings, Interior Design and Lodging. ☐ Specialized Consumer Magazines For Childcare, Boating and Wedding Planning.

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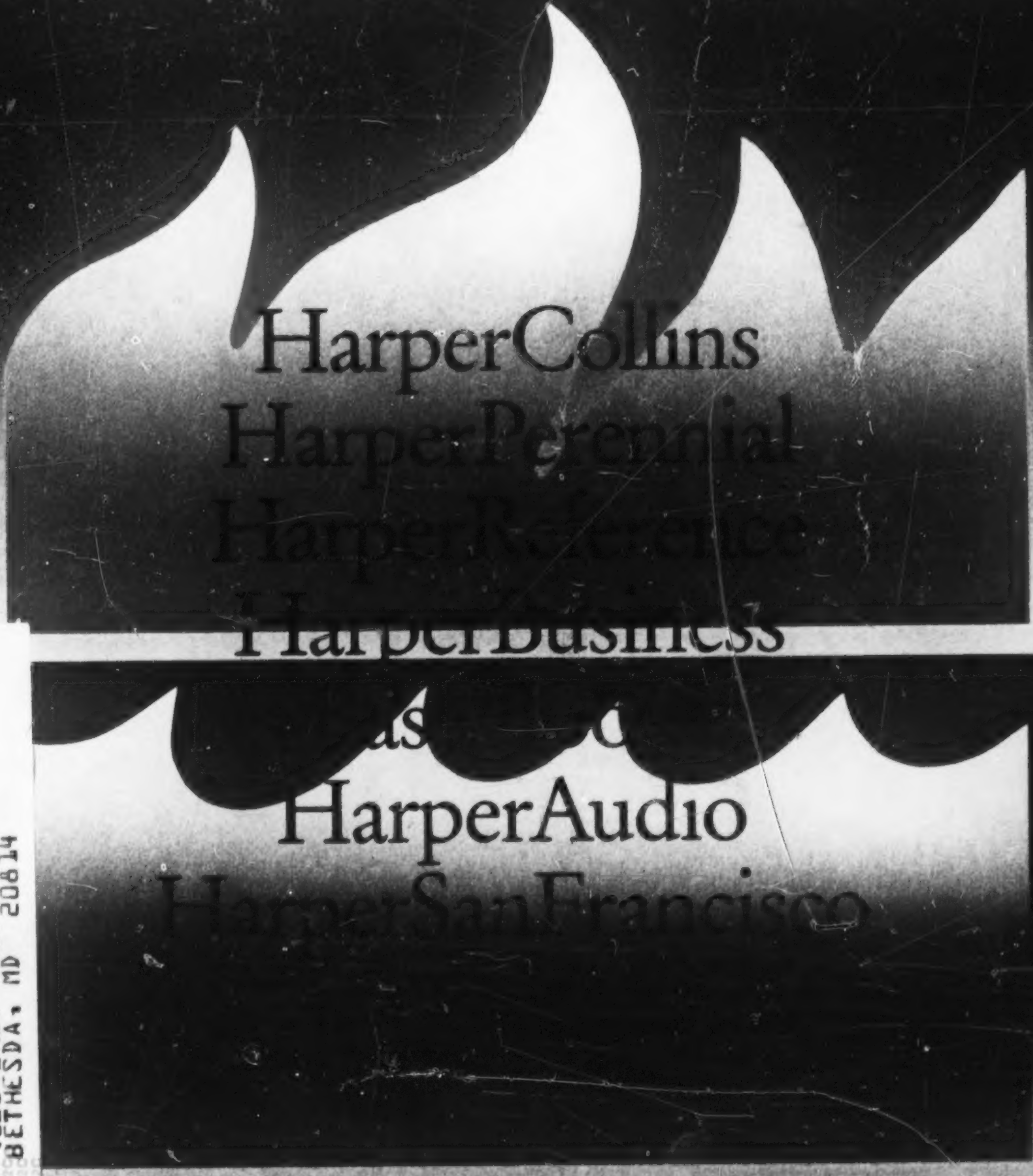
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VOLUME 239 NUMBER 1
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

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Longest-Running Hardcover Bestsellers for 1991

The books on these *PW* hardcover and paperback bestseller lists are those that lasted longest on our regular weekly bestseller lists in 1991. This list does not necessarily reflect the year's bestselling hardcover books in terms of actual sales. Some titles that achieve bestsellerdom in the last few months of the year will have the highest rates of sales because of holiday purchase. This year's list includes nine fiction and 15 nonfiction titles, compared with 12 fiction and 13 nonfiction titles in 1990.

FICTION

	FICTION	#Wks. on '91 List	#Wks. on '90 List
1 *	**The Firm.** John Grisham. Doubleday (3/91; $19.95).	41	–
2 *	**Loves Music, Loves to Dance.** Mary Higgins Clark. Simon & Schuster (4/91; $21.95).	22	–
3	**Possession: A Romance.** A. S. Byatt. Random House (10/90; $19).	20	3
4	**As the Crow Flies.** Jeffrey Archer. HarperCollins (5/91; $22.95).	19	–
	Star Wars: Heir to the Empire, Vol. I. Timothy Zahn. Spectra/Bantam (6/91; $15).	19	–
5 *	**The Kitchen God's Wife.** Amy Tan. Putnam (6/91; $22.95).	18	–
*	**The Sum of All Fears.** Tom Clancy. Putnam (8/91; $24.95).	18	–
6	**Damage.** Josephine Hart. Knopf (3/91; $18).	16	–
*	**Heartbeat.** Danielle Steel. Delacorte (11/91; $21.95).	16	–

NONFICTION

	NONFICTION	#Wks on '91 List	#Wks on '90 List
1 *	**Iron John: A Book About Men.** Robert Bly. Addison-Wesley (11/90; $18.95).	47	3
2	**Wealth Without Risk.** Charles J. Givens. Simon & Schuster (12/88; $19.95).	41	47
3 *	**Financial Self-Defense.** Charles J. Givens. Simon & Schuster (11/90; $22.95).	34	2
4	**Homecoming.** John Bradshaw. Bantam (7/90; $19.95).	31	20
5 *	**Parliament of Whores.** P. J. O'Rourke. Atlantic Monthly Press (6/91; $19.95).	24	–
6 *	**Chutzpah.** Alan Dershowitz. Little, Brown (5/91; $22.95).	22	–
7	**Toujours Provence.** Peter Mayle. Knopf (6/91; $20).	19	–
8	**Fire in the Belly: On Being a Man.** Sam Keen. Bantam (4/91; $19.95).	18	–
*	**Final Exit.** Derek Humphry. Hemlock/Carol (4/91; $16.95).	18	–
	DO IT! Let's Get Off Our Buts. John-Roger and Peter McWilliams. Prelude/Bantam (4/91; $20).	18	–
9	**Uh-Oh: Some Observations from Both Sides of the Refrigerator.** Robert Fulghum. Villard (8/91; $19).	16	–
10	**You Just Don't Understand: Women and Men in Conversation.** Deborah Tannen. Morrow (6/90; $18.95).	15	21
	The Civil War: An Illustrated History. Geoffrey C. Ward with Ric Burns and Ken Burns. Knopf (9/90; $50).	15	11
*	**A Life on the Road.** Charles Kuralt. Putnam (11/90; $18.95).	15	5
*	**The Prize: The Epic Quest for Oil, Money and Power.** Daniel Yergin. Simon & Schuster (2/91; $24.95).	15	–

* These titles achieved the #1 spot during their 1991 presence on *PW*'s Bestseller List.
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Longest-Running Paperback Bestsellers for 1991

Movie tie-ins as well as the usual reprints of hardcover bestsellers dominated this year's mass market bestseller lists. Self-help and humor were the most popular categories on the trade side. Fifteen trade and 19 mass market titles made this year's list, compared with 18 trade and 20 mass market in 1990.

MASS MARKET

	MASS MARKET	#Wks. on '91 List	#Wks. on '90 List
1 *	**The Silence of the Lambs.** Thomas Harris. St. Martin's Press (2/91; $5.95).	33	16 **
2	**The Joy Luck Club.** Amy Tan. Ivy (6/90; $5.95).	23	25
*	**Dances with Wolves.** Michael Blake. Fawcett (11/90; $4.95).	23	1
3 *	**Red Dragon.** Thomas Harris. Dell (6/90; $5.95).	21	–
4 *	**The Burden of Proof.** Scott Turow. Warner (6/91; $5.95).	20	–
5 *	**Four Past Midnight.** Stephen King. Signet (9/91; $6.99).	16	–
6	**Sleeping with the Enemy.** Nancy Price. Berkley (2/91; $4.95).	14	–
	September. Rosamunde Pilcher. St. Martin's (7/91; $5.95).	14	–
7 *	**Memories of Midnight.** Sidney Sheldon. Warner (10/91; $5.99).	13	–
*	**The Women in His Life.** Barbara Taylor Bradford. Ballantine (9/91; $5.99).	13	–
	It Was on Fire When I Lay Down on It. Robert Fulghum. Ivy (4/91; $5.95).	13	–
8	**The Prince of Tides.** Pat Conroy. Bantam (9/91; $5.99).	12	40 **
9	**"G" Is for Gumshoe.** Sue Grafton. Fawcett Crest (6/91; $5.95).	11	–
*	**Not Without My Daughter.** Betty Mahmoody with William Hoffer. St. Martin's (2/91; $5.95).	11	–
10	**The Mummy.** Anne Rice. Ballantine (10/91; $5.99).	10	–
	Buffalo Girls. Larry McMurtry. Pocket (10/91; $5.99).	10	–
	The Bourne Ultimatum. Robert Ludlum. Bantam (3/91; $5.95).	10	–
	The Gold Coast. Nelson DeMille. Warner (3/91; $5.95).	10	–
	The Voice of the Night. Dean R. Koontz. Berkley (7/91; $5.95).	10	–

TRADE

	TRADE	#Wks on '91 List	#Wks on '90 List
1	**7 Habits of Highly Effective People.** Stephen Covey. S & S/Fireside (9/90; $9.95).	48	4
2	**The T-Factor Fat Gram Counter.** Pope-Cordle & Katahn. Norton (11/89; $1.95).	35	45
3	**Codependent No More.** Melody Beattie. Harper/Hazelden (5/87; $8.95).	32	51
4 *	**All I Need to Know I Learned from My Cat.** Suzy Becker. Workman (9/90; $5.95).	31	3
5 *	**You Just Don't Understand.** Deborah Tannen. Ballantine (6/91; $10).	30	–
6 *	**From Beirut to Jerusalem.** Thomas Friedman. Doubleday/Anchor (8/90; $12.95).	28	16
7	**A Year in Provence.** Peter Mayle. Vintage (6/91; $10).	25	–
8 *	**The Revenge of the Baby-Sat.** Bill Watterson. Andrews & McMeel (4/91; $7.95).	23	–
9	**The Education of Little Tree.** Forrest Carter. Univ. of New Mexico (3/86; $10.95).	19	–
10 *	**Life's Little Instruction Book.** H. Jackson Brown Jr. Rutledge Hill (4/91; $5.95).	17	–
11	**What Color Is Your Parachute, 1991.** Richard N. Bolles. Ten Speed (11/90; $11.95).	15	–
12	**Men at Work: The Craft of Baseball.** George F. Will. HarperPerennial, (4/91; $9.95).	13	–
	Meditations for Women Who Do Too Much. Anne Schaef. HarperCollins (6/91; $8.95).	13	–
13 *	**Scientific Progress Goes "Boink."** Bill Watterson. Andrews & McMeel (10/91; $7.95)	11	–
	A Peace to End All Peace. David Fromkin. Avon (12/90; $14.95).	11	–

Note: Pub dates are for currently sold editions.
* These titles achieved the #1 spot during their 1991 presence on *PW*'s Bestseller List.
** Number of weeks on list prior to 1991 are from 1989 for **Silence of the Lambs**; from 1988 and 1987 for **Prince of Tides.**

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CONTRACTS COORDINATOR
Paul Walker *(212) 463-6604*

NORTHEAST
Lynn Myers *(212) 463-6811*
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Patricia Fiore *(212) 463-6809*
John V. Turner *(212) 463-6784*
David Nudo *(212) 463-6552*

MIDWEST
Matthew Hurley *(708) 390-2917*
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
Des Plaines, Ill. 60017-5080
FAX: *(708) 635-0929*

WEST
Jim Levitt *(818) 704-5101*
Lorna Campbell
7111 Radford
North Hollywood, Calif. 91605
FAX: *(818) 982-6387*

SOUTH
Robin Mays *(404) 955-6500*
Cahners Publishing Company
6520 Powers Ferry Road, Suite 395
Atlanta, Ga. 30339
FAX: *(404) 955-2586*

CANADA
Claude Choquette *(514) 348-3236*
The Rights Agency
C.P. 596, Station N
Montreal, Quebec H2X 3M6

FRANCE
Eliane Benisti *33-1-42-22-85-33*
80 Rue des Saints Peres
75007 Paris, France
TELEX: *205735 F BCOLOIS*

ITALY
Donatella Barbieri
Agenzia *02392-865445*
Letteraria Internazionale
Via Fratelli Gabba, 3
I-20121 Milano, Italy
TELEX: *323574*FAX: *0039-2-876222*

JAPAN
Tom Mori *03-230-4081*
Tuttle-Mori Agency
Fuji Building, 8F
2-15 Kanda Jimbocho
Chiyoda-ku, Tokyo
TELEX: *2324915 TUTMOR J*

SPAIN, PORTUGAL, AND LATIN AMERICA
Gloria Gutierrez,
Carmen Balcells *34-3-220-85-65*
Agencia Literaria
Diagonal 580
Barcelona, 08021, Spain
TELEX: *50459 COPY E*

ENGLAND
Flor Robson *44-1-628-7030*
Cahners, Ltd., 27 Paul St.
London, England EC2A4JU
TELEX: *914911*;
FAX: *016285984*

SCANDINAVIA AND HOLLAND
Sven Gunnar Sarman,
Sarmans Forlag
Backavagen 12, 25484,
Helsingborg, Sweden
46-42-92502 FAX: *46-42-92420*

Publishers Weekly (ISSN 0000-0019) RPUSA 123397457 is published weekly, with the exception of the last week in December and with additional issues in January, February, July and August by the Cahners Publishing Company. Cahners Publishing Company is a Division of Reed Publishing USA, 275 Washington St., Newton MA 02158-1630. Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; Robert T. Brawn, Sr. Vice President/General Manager; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Fulfillment Corp. of America, 205 West Center St., Marion, OH 43302. Second Class postage paid at New York, N.Y. and additional mailing offices. **POSTMASTER: Send address changes to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43302.** All editorial and advertising correspondence should be addressed to the office of publication: PUBLISHERS WEEKLY, 249 West 17th St., New York, NY 10011; telephone: 212/645-0067; telex: 12-7703; fax: 212/242-7216. Address circulation correspondence and changes of address to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43302; telephone 1-800-842-1669; in Canada and all other countries, telephone: 1-614-382-3322. Printed in USA. PUBLISHERS WEEKLY copyright 1991 by Reed Publishing USA; Robert L. Krakoff, Chairman and Chief Executive Officer. SUBSCRIPTION PRICES: U.S.A.: 1 year $119, 2 years $199, 3 years $279. Canada: 1 year $177, 2 years $301, 3 years $425. Air Delivery to all other countries: 1 year $260, 2 years $442, 3 years $624. (Remit in U.S. funds only). Single copies are available at $5.00 for regular issues and $10.00 for Announcement issues. PUBLISHERS WEEKLY is a registered trademark of Reed Properties, Inc., used under license. ☐ Specialized Business Magazines For Building and Construction, Research, Technology, Electronics, Computing, Printing, Publishing, Health Care, Food Service, Packaging, Environmental Engineering, Manufacturing, Entertainment, Media, Home Furnishings, Interior Design and Lodging. ☐ Specialized Consumer Magazines For Childcare, Boating and Wedding Planning.

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Publishers Weekly

VOLUME 239 NUMBER 2
ISSN 0000-0019
THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING
JANUARY 6, 1992

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EDITORIAL INQUIRIES: *(212) 463-6758*

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New BISG Study Reports:

Popular Fiction Dominates Book Sales

Popular fiction is overwhelmingly the most significant adult book category, accounting for 66% of all units sold, with general nonfiction way behind at 9%. This is one of the key findings in a major new study, *Book Purchasing*, to be published by the Book Industry Study Group next week.

The study, which was prepared by the NPD Group, a major market research organization, for the ABA, the AAP and BISG, was based on a consumer panel of 16,000 households said to represent in proportion all segments of the population. Members of each household recorded their book purchases on a monthly basis from March 1990 to April 1991.

The adult purchases and the those of children's books were recorded separately, with the proportion falling out at 62% adult, 38% children's.

One rather unexpected finding was that purchases were spread quite evenly over the year, with the fourth quarter, traditionally the strongest selling season by far, showing 27% of sales, as compared to 26% for the third quarter, 25% for the second and 22% for the first.

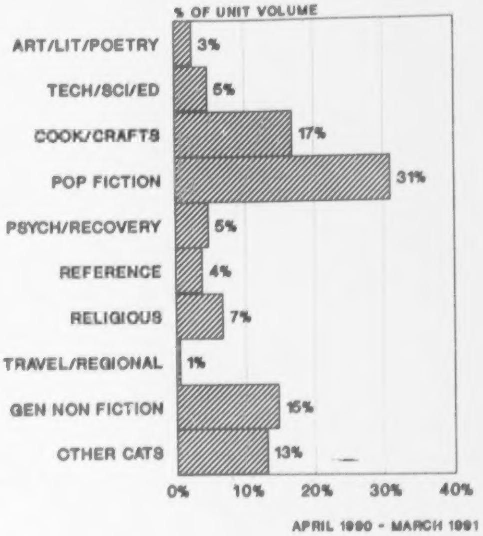
Independent bookstores were the chief source: 28%, compared to 20% for chain stores, and 5% for used bookstores. Book clubs accounted for 16% and food/drug/discount stores for 17%.

While 45% of the books were bought by people earning less than $30,000 a year, their purchases represented only 26% of dollar volume, while the 27% bought by those earning $50,000 and up were 41%. Those aged 65 or over were the largest group of book buyers (14%), but not by much. A fifth of all adult books were bought by people in the Pacific zone, and the largest group of book buyers (29%) were in large cities, with populations between a million and 2.5 million, rather than in rural or metropolitan areas.

The format of choice was overwhelmingly the mass market paperback, which accounted for 63% of unit sales, compared to 19% for hardcover and 18% in trade paperback.

In children's books, paperback was also predominant, at 65% to 33% for hardcover, with 2% in boxed sets. In children's the fourth quarter made a much stronger showing, at 34% of annual sales, and overall 60% of children's books were bought as gifts (49% of the recipients were girls, 44% boys, the rest not reported). And here the books were bought predominantly in non-book outlets—83%, compared to only 17% in bookstores. The study is available for $75 from BISG, 160 Fifth Avenue, New York, N.Y., 10010 (discounted to members).

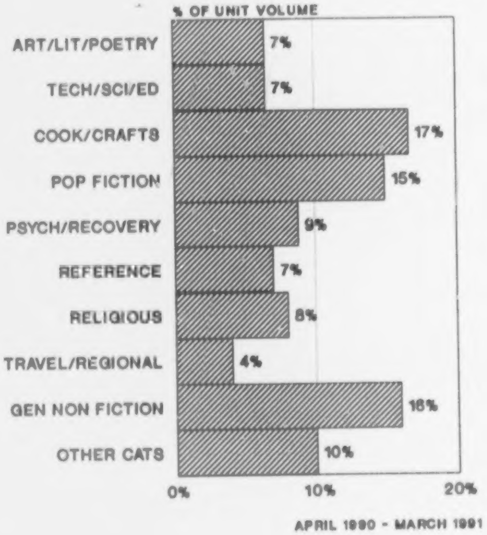
HARDCOVER BOOKS
DISTRIBUTION OF UNIT SALES
BY CATEGORY



APRIL 1990 - MARCH 1991

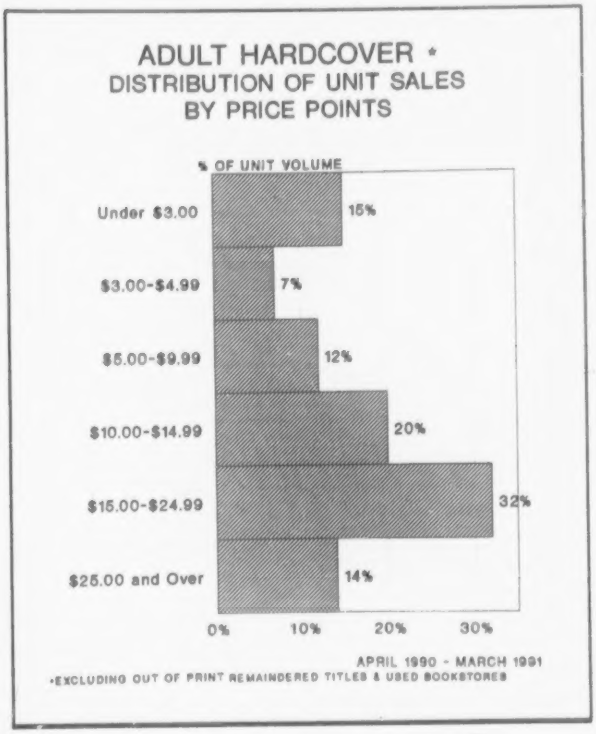
- The majority of Hardcover Books were sold within four categories.
- Popular Fiction, Cooking/Crafts, General Non Fiction and Other Categories combined to represent over 75% of Hardcover sales.
- Sale Books (Remainders) accounted for 12% of the 13% of sales in "Other Categories".

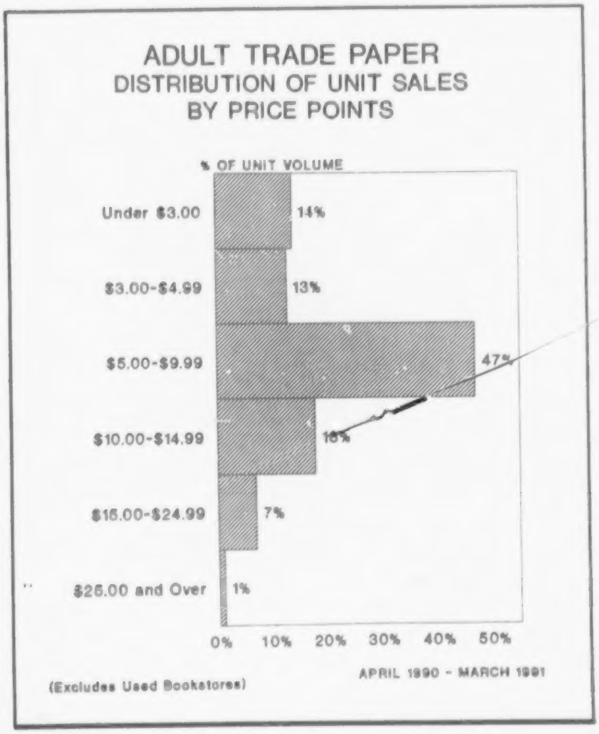
TRADE PAPER
DISTRIBUTION OF UNIT SALES
BY CATEGORY



APRIL 1990 - MARCH 1991

- The distribution of unit sales was slightly more equitable for Trade Paper with each category representing at least 4%, but no more than 17%.
- Cooking/Crafts, General Non Fiction and Popular Fiction were the largest categories for this format type.





Tables from the study *show (facing page) how the adult hardcover and trade paperback categories were divided, with the latter clearly ahead in all the more serious categories. Above: nearly a third of all hardcover books are sold at above $15, whereas nearly half of the trade paperbacks are below $10.*

STOP ME BEFORE I STRIKE AGAIN!

I have some good news and some bad news. The good news is that I'm a writer who accidentally became a best selling author — and I love every minute of it. The bad news is that I'm a writer with four more books in the works right now, but I'm constantly disrupted by "business" matters — and I hate every minute of that.

I discussed my dilemma with persons in the book business and with some very knowledgeable persons here at Publishers Weekly. They advised me that I need an agent to handle the "business" matters. So I checked around and came up with names and addresses of several hundred agents, some of whom probably are very good and some of whom probably are mediocre. Since you're an agent who reads Publishers Weekly, you're probably one of the good ones. I want to talk with you.

When I wrote a children's book called THE FIRST FOREST, I hoped it would do well. But I never dreamed it would take off as it did. The first 15,000 books sold out in six weeks and we had to go into a second, a third, and a fourth printing — 115,000 to date. THE FIRST FOREST appeared on the Chicago Tribune's Best Seller List for three months, became a number one best seller for Kroch's & Brentano's, a regional best seller for Waldenbooks, — and just keeps growing. It's a lyrically written tale of love and hope illustrated by national award winning artist Tom Heflin.

It led to major publisher offers for hardcover rights, paperback rights, audio rights, book club rights, foreign rights and other rights. A North Hollywood company wants rights to make an animated video out of the story and requests for foreign distribution and translation rights have come in from around the world.

So you can see I've created a monster. I'm a writer, not a businessman. While all this piled up, my book KEEPING FIRST THINGS FIRST came out and also ended up on the Chicago Tribune's Best Seller List. Now I'm completing a follow up to THE FIRST FOREST called FOOTSTEPS IN THE FOREST and I have three other pressing projects in the works.

Call me if you think you can help. My office number is 815/968-6602 and my home phone is 815/968-7958. Both numbers work for phone and fax. Do not call for a sample copy of THE FIRST FOREST. If you lack the initiative to pick up a copy at your favorite bookstore, you're not the agent I seek.

The person I seek is both aggressive and sensitive, equally attuned to business opportunity and social responsibility. We will recognize each other when we meet. And together we will have a very happy New Year.

John Gile

Rates of Pay in Publishing

Our third annual salary survey helps to prove what you always suspected: no one is in the book business for the money

BY JOHN F. BAKER

Only a handful of top executives at the very largest publishing companies earn annual salaries in six figures, and in the smallest firms it's clear that the jobs do not provide a living wage. That's the not very surprising principal finding to emerge from our third salary survey. (The others appeared in our issues of Sept. 16, 1988, and Sept. 29, 1989.)

The highlights of the findings, which appear on the following pages, show average salaries among respondents for a range of publishing titles, together with the highest and lowest reported, and the averages for the smallest and largest companies (with annual 1990 revenues of less than $250,000 and more than $10 million, respectively). These show that the president, or CEO, had the highest average annual salary, at just under $95,000, followed by the v-p in charge of sales ($70,000) and the marketing v-p ($66,000). The production v-p was next, with nearly $53,000, the editor-in-chief below that, with under $50,000. The people in charge of the art department, the advertising and publicity department, and rights and permissions, were all paid, on average, between $40,000 and $45,000.

Highs and Lows

In the largest companies (above $10 million in annual revenues) the averages increased markedly: president or CEO rose to $166,000, sales v-p to $97,000, marketing v-p to $89,000, production v-p and editor-in-chief both to around $70,000, rights to $62,500, art to $60,500 and advertising and publicity to $54,000. These were by no means the highest salaries, however. In the very small portion (only 3% of the respondents) representing companies with annual revenues of over $50 million and up to $500 million or more, the figures shot up: the highest reported pay for a president or CEO was $750,000, for a sales v-p $300,000, marketing and editor-in-chief both $175,000, production $136,000, art $115,000, advertising and publicity $90,000, and rights and permissions $80,000.

It is important to note that these were the record levels, however, not any kind of high average; and the lowest pay levels were considerably below those of a typical Manhattan secretary, ranging from $10,000 to $17,000, and with one penurious CEO taking home only $5000—clearly a reward for a hobby rather than a profession. There was, of course, regional variation in the salary levels, but anoma-

Continued on page 40

How the Survey Was Conducted

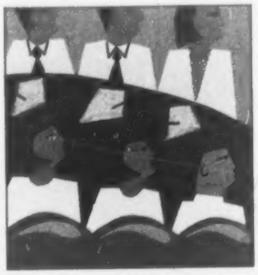
The market research department of Cahners Publishing mailed a questionnaire during the third week of September 1991. It was addressed to top-ranking executives at the 2175 publishing companies listed in *Literary Marketplace* (published by R. R. Bowker), and included a one-dollar incentive and an addressed, postage-paid envelope for reply. The study closed five weeks later. Four hundred and fifteen completed questionnaires were received—a response rate (allowing for a number of undeliverables) of 20%.

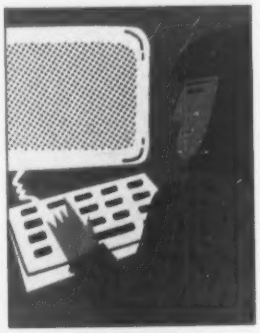
As in other surveys of this kind, a number of companies declined to participate, citing the information requested as confidential—though the response could be made anonymously. The final figures suggest that some of the very largest companies were among those that failed to respond, and that the reported results may therefore be skewed toward smaller and medium-sized houses. (More than 66% of the companies responding, for instance, had fewer than 24 employees, while only 5% had 250 or more, and 65% reported annual revenues of less than $2.5 million.)

The geographical spread of responding companies was wide, with a heavy preponderance of response from outside the New York City area where most of the country's largest publishing groups are located. The final tally: 21.4% mid-Atlantic (including the New York City area), 17.8% Pacific, 12.8% East North Central (including the Chicago area), 12% South Atlantic, 11.1% New England, and the remainder spread over the mountain states and the South.

Jobs and Average Pay

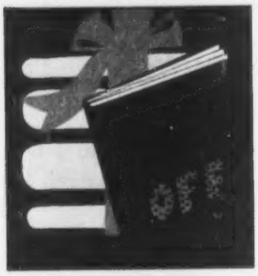
From smallest to largest companies the spread is huge, but even the high end isn't stratospheric





	TOTAL RESPONDENTS			PER 1990 REVENUES	
	Average Salary	Highest Salary	Lowest Salary	Less than $250,000	$10 million or more
CORPORATE STAFF					
Pres./CEO	$94,634	$750,000	$5,000	$31,102	$165,800
Exec./Sen. V-P	75,002	200,000	12,000	39,267	104,822
Publisher	69,784	215,000	10,000	36,494	106,316
CFO	58,715	175,000	12,000	26,500	85,786
EDITORIAL DEPARTMENT					
Editor-in-Chief	49,411	175,000	17,000	27,089	69,640
Exec./Man. Ed.	37,764	100,300	12,000	26,688	48,697
Editor	34,582	110,000	13,000	23,869	42,447
Copy Editor	23,903	49,000	9,200	18,855	26,852
Edit. Sec'y/Asst.	18,939	32,000	4,000	16,000	20,386
ART DEPARTMENT					
Vice-Pres.	43,442	115,000	18,000	NA	60,500
Director	38,367	90,700	8,000	*17,600	52,233
Manager	30,154	60,000	15,000	22,086	36,282
Sec'y/Asst.	19,363	40,000	9,600	*15,000	21,283

*Small sample size Base: 415 respondents



	TOTAL RESPONDENTS			PER 1990 REVENUES	
	Average Salary	Highest Salary	Lowest Salary	Less than $250,000	$10 million or more
PRODUCTION DEPARTMENT					
Vice Pres.	$52,840	$136,000	$12,000	*$15,000	$69,938
Director	42,932	100,000	16,000	29,420	54,709
Manager	33,201	66,000	10,000	20,050	39,327
Sec'y/Asst.	19,411	30,000	9,200	16,300	21,208
MARKETING DEPARTMENT					
Vice-Pres.	65,844	175,000	17,000	*37,500	88,947
Director	44,514	115,000	15,000	26,250	60,217
Manager	34,033	85,000	13,500	25,163	43,345
Sec'y/Asst.	19,516	34,100	6,500	18,500	21,141
SALES DEPARTMENT					
Vice-Pres.	70,397	200,000	15,000	*60,000	97,344
Director	51,253	150,000	15,000	*20,000	69,736
Manager	38,004	80,000	15,100	*22,533	50,041
Sec'y/Asst.	20,174	30,000	9,400	*19,500	21,436
ADVERTISING/PUBLICITY					
Director	41,897	90,000	20,000	*22,000	53,659
Vice-Pres.	34,330	50,000	16,000	NA	*42,167
Manager	29,139	54,000	12,000	NA	33,964
Sec'y/Asst.	18,271	28,500	9,500	NA	20,294
RIGHTS & PERMISSIONS					
Vice-Pres.	40,514	80,000	20,000	NA	*62,500
Dom. Rts. Dir.	31,460	45,000	17,200	NA	31,473
For. Rts. Dir.	29,816	47,000	17,800	NA	28,288
Sec'y/Asst.	21,069	42,300	8,500	NA	23,613

Illustrations by Marsha Serafin

Availability of Benefits

		Company Size	
	Total	Less than 10 Employees	50 or more Employees
Paid vacation	88%	76%	100%
Medical/HMO	85	73	99
Life Insurance	65	73	99
Disability	57	35	90
Dental	51	31	80
Pension Plan	36	24	64
Paid Tuition	36	18	62
Merit Bonus	35	26	51
Investment/401K	28	11	70
Profit Sharing	23	17	43
Parental/Caregiver Leave of Absence	16	11	26
Fitness/Health Program	16	10	27
Psychiatric Counseling	15	10	26
Recreational Facilities	14	12	18
Longevity Bonus	9	4	14
Scholarships for Children	7	4	14
Stock Options	6	3	14
Stock Discount	3	1	8
On-site Child Care	3	3	3

Base: 415 respondents

lies in the responses made these somewhat unreliable: Mid-Atlantic, which embraces New York, for instance, was expectably higher in average salary in most categories than other regions, but was unaccountably outclassed by several other regions in the CEO's pay level.

What doesn't appear in the tables are some of the more general findings. The average annual 1990 revenue among all the companies surveyed was just over $9 million, and they had an average of 63 employees. Just over 70% were for-profit companies, and a surprisingly high 27% were nonprofit—presumably including a large number of university presses. Almost half the companies said there had been no change in the number of employees during 1991, compared to 1990; 36% had increased their staffs in the past year and 15% had decreased them. Overall, the publisher employee pool had increased by nearly 7%.

Salary Increases

	1990	1991	1992*
0%	7.7	13.7	8.9
1–3%	4.8	4.6	6.7
4–5%	31.8	32.0	38.1
6–10%	38.1	32.3	26.0
More than 10%	3.1	4.1	3.4
No answer	14.5	13.3	16.9

*Projected

Staffing and Raises

Looking ahead to 1992, 56% expected no change in the number of employees, a surprising 35% expected to increase them, and only 7% expected a decrease. (Bear in mind that the response came at a time when there was perhaps more optimism that there is now about an early end to the recession.)

The average salary increases publishers expected to give in 1992 have declined slightly from the previous year. The expected average 1992 increase was 5.64%, compared to 5.66% in 1991, and 53% expect to give raises ranging from zero to 5%, compared to 50% in 1991, while only 29% expect to offer 6% or more, compared to 36% that did so last year.

The benefits publishers offer contain few surprises, with the larger companies, as expected, offering better packages—including, rather unexpectedly, 51% that offer merit bonuses and 43% with profit-sharing.

An Appeal for Better Response

These salary surveys, which are unique to *PW*, can only be as reliable as the information supplied; and the information given on these pages, though interesting and suggestive, is not nearly as complete as it could be.

Over the years we have tried several methods for gathering the information: sending a questionnaire to every *n*th name on a list (which can produce anomalies) and, this year, mailing to the complete *LMP* list, which is certainly a more comprehensive—and more expensive—approach. But if 80% fail to respond, the information is flawed. Publishers usually have two reasons for not responding: that salary information is confidential, which is meaningless, since the responses are anonymous; and that they do not wish to take part in a survey they regard as flawed. But this is clearly a self-fulfilling prophecy; it is flawed precisely because not enough people respond. We share the general distress at the quality of publishing statistics; surely this is one case where, with a better response, we could provide an accurate picture of a significant aspect of our industry. ☐

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SALES OFFICES

249 West 17th Street
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FAX-(212)-463-6653
TELEX-127-703 RR BOWKER

CONTRACTS COORDINATOR
Paul Walker *(212) 463-6604*

NORTHEAST
Lynn Myers *(212) 463-6811*
Jane Belostock *(212) 463-6797*
Patricia Fiore *(212) 463-6809*
John V. Turner *(212) 463-6794*
David Nudo *(212) 463-6552*

MIDWEST
Matthew Hurley *(708) 390-2917*
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
Des Plaines, Ill. 60017-5080
FAX: (708) 635-0929

WEST
Jim Levitt *(818) 764-5101*
Lorna Campbell
7111 Radford
North Hollywood, Calif. 91605
FAX: (818) 982-4387

SOUTH
Robin Mays *(404) 955-6500*
Cahners Publishing Company
6520 Powers Ferry Road, Suite 395
Atlanta, Ga. 30339
FAX: (404) 955-2585

CANADA
Claude Choquette *(514) 348-3336*
The Rights Agency
C.P. 596, Station N
Montreal, Quebec H2X 3M6

FRANCE
Eliane Benisti *33-1-42-22-86-33*
80 Rue des Saints Peres
75007 Paris, France
TELEX: 205735 F BCOLOS

ITALY
Donatella Barbieri
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JAPAN
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Tuttle-Mori Agency
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SPAIN, PORTUGAL, AND LATIN AMERICA
Gloria Gutierrez,
Carmen Balcells *34-3-230-86-66*
Agencia Literaria
Diagonal 580
Barcelona, 08021, Spain
TELEX: 59459 COPY E

ENGLAND
Flor Robson *44-1-628-7080*
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London, England EC2A4JU
TELEX: 9149111;
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Sven Gunnar Sarman,
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46-42-92508 FAX: 46-42-92420

Publishers Weekly (ISSN 0000-0019) RPUSA 123397457 is published weekly, with the exception of the last week in December and with additional issues in January, February, July and August by the Cahners Publishing Company. Cahners Publishing Company is a Division of Reed Publishing USA, 275 Washington St., Newton MA 02158-1630. Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; Robert T. Brawn, Sr. Vice President/General Manager; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Fulfillment Corp. of America, 205 West Center St., Marion, OH 43302. Second Class postage paid at New York, N.Y. and additional mailing offices. **POSTMASTER: Send address changes to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43302.** All editorial and advertising correspondence should be addressed to the office of publication: PUBLISHERS WEEKLY, 249 West 17th St., New York, NY 10011; telephone: 212/645-0067; telex:12-7703; fax:212/242-7216. Address circulation correspondence and changes of address to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43302; telephone 1-800-842-1669; in Canada and all other countries, telephone: 1-614-382-3322. Printed in USA. PUBLISHERS WEEKLY copyright 1992 by Reed Publishing USA; Robert L. Krakoff, Chairman and Chief Executive Officer. SUBSCRIPTION PRICES: U.S.A.: 1 year $119, 2 years $199, 3 years $279. Canada: 1 year $177, 2 years $301, 3 years $425. Air Delivery to all other countries: 1 year $260, 2 years $442, 3 years $624. (Remit in U.S. funds only). Single copies are available at $5.00 for regular issues and $10.00 for Announcement issues. PUBLISHERS WEEKLY is a registered trademark of Reed Properties, Inc., used under license. ☐ Specialized Business Magazines For Building and Construction, Research, Technology, Electronics, Computing, Printing, Publishing, Health Care, Food Service, Packaging, Environmental Engineering, Manufacturing, Entertainment, Media, Home Furnishings, Interior Design and Lodging. ☐ Specialized Consumer Magazines For Childcare, Boating and Wedding Planning.

C185--A

Children's Bookselling: The Trend's Still Up

Schiffrin Launches The New Press • Guadalajara Fair: A Latin Magnet

Abolishing Returns: A Modest Proposal • 'Primis Mover' at McGraw-Hill

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A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* JANUARY 13, 1992 $2.50

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Publishers Weekly

VOLUME 239 NUMBER 3
ISSN 0000-0019
THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING
JANUARY 13, 1992

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NEWS

EDITOR: MADALYNNE REUTER / ASSOCIATE EDITOR: CALVIN REID

ABA Move Hits Snag; Switch To Different Tarrytown Site

The American Booksellers Association has been unable to close on the property it has sought to purchase in Tarrytown, N.Y., the former site of World Publishing Co.

Because it sold its office condominum in New York City and had to vacate the space by the end of the year, the ABA has moved instead to temporary office space in Tarrytown, reportedly in a building occupied mostly by the IBM Corporation, which has headquarters in nearby Armonk. The space, which it is renting for a year with a one-year renewal option, consists of 12,900 square feet, less than the 13,200 square feet the ABA previously had in Manhattan.

ABA president Joyce Meskis declined to elaborate on what was holding up the purchase because negotiations "are still under way." She said that "it's business as usual for us," and that the association believes "there is plenty of lead time" before the annual convention, in Anaheim, Calif., May 23–26, to settle into place. Some ABA employees have not made the move. Meskis called staffing levels "still quite adequate" and said that the association has begun interviewing to fill the slots.

Under original plans, the ABA had planned to move into the mansion on the Tarrytown site for a minimum of six months while renovations were made on the office space on the site. At the ABA membership meeting last June, executive director Bernie Rath said that the property had three buildings, including a warehouse, and was priced at $3.35 million. —JOHN MUTTER

Commerce Dept. Predicts 3% Growth in Book Industry for '92

Further proof that the book publishing industry appears to benefit from recessions is being offered in the Commerce Department's 1992 industrial outlook.

During an entire calendar year of recession in 1991, the book industry grew by 2%, it said—enough to place it 63rd among 128 selected industries the department ranked by increases over the previous year.

Although the book industry growth was less than the 3% forecast in last year's outlook, that forecast had anticipated an early end to the recession. Similarly, the outlook anticipates "a recovered U.S. economy" and thus again predicts a 3% increase in growth in 1992.

As in 1991, the forecasters expect trade publishing to carry the ball for other segments of the industry, particularly textbook publishing, which has been suffering from reduced spending budgets by state governments.

William Lofquist of the Office of Consumer Goods, who prepares the book publishing segment of the outlook, expects an expanding 5–14 age group to lead to an increase in shipments of children's books, and improved economies abroad to result in an increase in exports, particularly of technical, scientific and professional books.

Looking long-term, Lofquist expects the industry to continue experiencing a 3% increase in shipments each year through 1996, generated by "higher levels of disposable personal income, more book outlets and general population growth." —HOWARD FIELDS

AAP Sales Report for November

Category	% change, November*	% change, YTD
Adult hardcover	12.2	6.2
Adult paperback	23.7	7.4
Juvenile hardcover	26.3	12.5
Juvenile paperback	20.2	18.4
Univ. pr. hardcover	-11.3	4.5
Univ. pr. paperback	-10.6	7.0
Bibles, etc.	-29.5	23.8
Mass market paperback	15.7	9.7
Book club	4.7	4.1
Mail order	-9.4	-1.9
Sci-tech	1.1	0.8
College texts	-0.7	-0.8
School texts	-3.5	2.5

*Percent changes measured against same time periods, 1990.

New Random House Incentive Plan for Wholesalers

Random House Trade division will implement a new sell-through incentive program for wholesalers beginning January 1.

All adult hardcover, trade paperback and large print returns received at the Random House warehouse after January 17 will be credited at 53% regardless of when and at what discount the titles were purchased. Wholesalers will receive a rebate of 1.25% of gross purchases of these titles when they achieve a returns percentage for the calendar year 1992 of less than 30%.

AAP to Step Up Watch On Copying Shops

Emboldened by the $1.9 million settlement in its suit against Kinko's Graphics Corp. of New York, the Association of American Publishers has announced plans to step up copyright enforcement at copyshops around the country.

The association said it has analyzed the contents of many anthologies used in college courses to identify "questionable anthologies" comprised of material that was photocopied without permission of the publisher.

As part of the second phase of its enforcement effort, it said, the AAP board has authorized the organization to begin contacting infringing copyshops and asking them to pay a royalty and to agree to stop copying "multi-page excerpts of copyrighted materials without obtaining prior permission" or face a possible lawsuit.

Nicholas Veliotes, AAP president, said the goal of the organization "is not to discourage the use of college-course anthologies, but to discourage anthologizing without consent." —H.F.

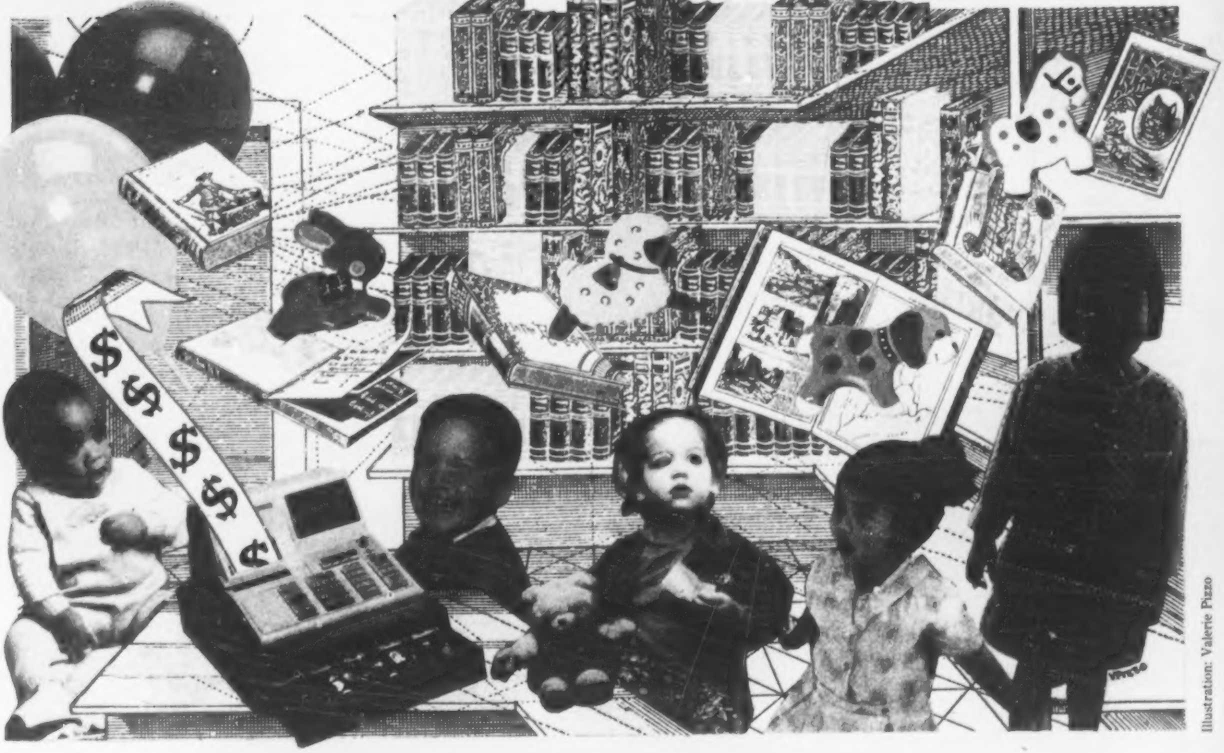

Illustration: Valerie Pizzo

Special Children's Bookselling Survey

In Space, Titles, Sales, The Trend Is Still Up

BY DIANE ROBACK

In a survey conducted by Cahners Publishing's research department in October 1991, questionnaires were sent to 936 Publishers Weekly *subscribers and 425 bookstore members of the Association of Booksellers for Children. There were 399 respondents in all, for a response rate of 29%. We followed up the survey with a telephone poll, talking with booksellers about some of the issues the survey raised.*

Of the bookstores that participated, 41% are general independents, 22% are children's-only stores, 11% are specialty independents, 10% are college or university stores, 5% are national or regional chains, and 11% answered "other" or did not specify.

In an arid landscape of recession, heavy returns and cautious projections, children's book publishing provides a refreshing oasis. Maintaining an unprecedented growth spurt that began in the early 1980s, children's books have continued their success in the retail arena: with more and more children's-only bookstores opening their doors, with existing stores expanding and adding locations, with general and chain bookstores enlarging their children's sections.

The amount of space that children's books occupy in children's-only stores continues to rise, to a mean of 1304 sq. ft., up from 1181 sq. ft. in 1990 and 1099 sq. ft in 1989. This new figure represents an average of 88.8% total selling space, with the remaining 11.2% of space devoted to audiotapes, toys and other sidelines. General independent stores devote an average of 439 sq. ft. to children's books, or 19.2% of their total selling space. On average, chain bookstores devote 569 sq. ft. to children's books (15.2% of total space), and college/university stores devote an average of 266 sq. ft. to children's books (8.9% of total space).

On average, children's-only stores had total gross sales and revenues for children's books in 1990 of $211,080. Using the 1990 average figure of 1181 sq. ft. per store, this means that sales of children's books in these stores averaged $179.3 per sq. ft. in 1990. Gross sales of children's books in general/specialty stores in 1990 were $64,375; for national/regional

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***Telephone research** was provided by Maria Heidkamp, Janet Schnol and Bella Stander.*

chains, the figure was $110,356.

Children's-only stores carry an average of 7901 individual titles; general/specialty independents carry 2739 children's titles, college/university stores carry 1754, national chains carry 1893 and regional chains carry 2751. For slightly over 80% of the children's-only stores, this number represents an increase over the last 12 months, while 63.2% of the general/specialty stores and 56.3% of the college/university stores report an increase. Chain bookstores are the only category in which the majority of stores (52.4%) did *not* increase the number of children's titles carried.

Why the continued increase? Demand is still strong, retailers tell us, from customers as well as from teachers, and the supply of new books is ever-growing. "We keep increasing our stock," says Elsie Peterson, manager of Pooh's Corner/Baker Book House in Grand Rapids, Mich., "and our sales keep increasing. We haven't reached the saturation point yet."

For stores carrying more children's books during the last year, the percentage of increase was quite similar for all types of stores: 19% for children's-only stores, 18.7% for general/specialty independents, 16.4% for college/university stores, 16.6% for national chains and 20% for regional chains. Smaller stores increased the number of titles carried at a higher rate: 20.1% for stores with annual gross sales below $500,000, compared to 15% for stores grossing above $500,000. The majority of children's stores (55.7%) project a further increase in titles carried during the coming year, as do 46.8% of general/specialty stores, 50% of national chains, 36.4% of regional chains and 37.5% of college/university stores.

Dana Dragani, manager of merchandising and specialty programs for Waldenbooks, describes some of the factors involved in deciding how much space to devote to children's books: "The price points of children's books are relatively low," she says, "so when you're comparing the whole store, the dollars and cents don't warrant the space. But in units it does. The price point of a $2.25 board book doesn't compare to a $5.95 mass market book, yet they take up the same amount of space. If you're going to be committed to children's books, you have to bite the bullet and give them the space even if the dollars don't call for it. And it pays off—the more you expand, the more you sell."

The Heart of the Business

It's an undisputed maxim that backlist is the heart of the children's book business. Most of the bestsellers for publishing houses are older titles—10, 20, even 50 years old. Bookstore customers want the classics, the titles they remember from childhood, no-risk choices. This is reflected in the ratio of backlist to frontlist titles stocked by stores. Children's bookstores carry 75.9% backlist/24.1% frontlist; for general/specialty stores, the breakdown is 68.9%/31.1%; for chains, 70.7%/29.3%; and for college/university stores, 62.2%/37.8%.

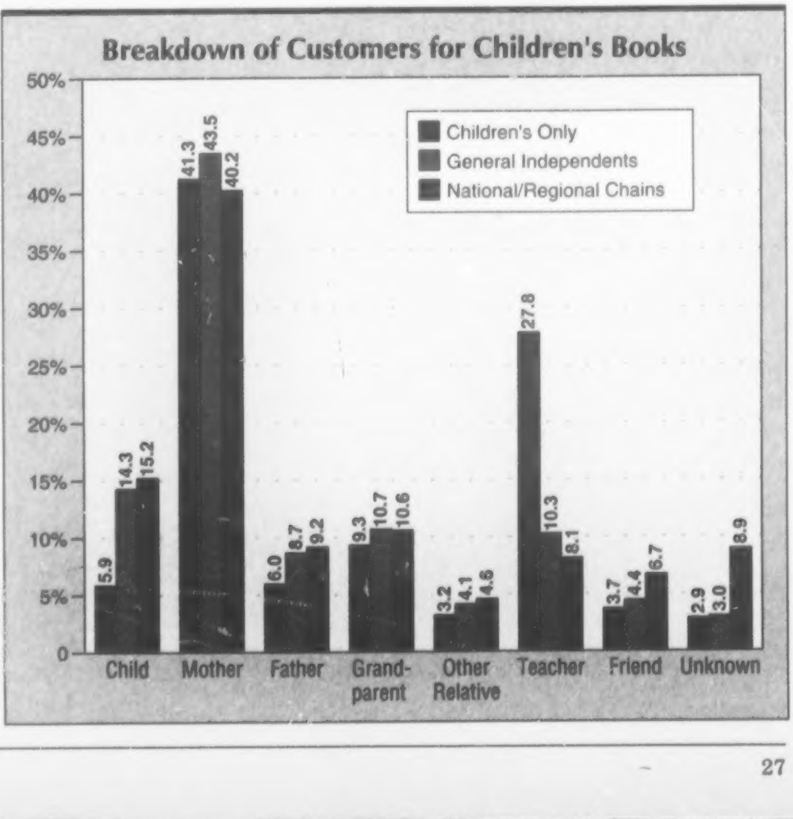
Backlist may be primary, but children's booksellers insist that frontlist is essential to their operations as well. "As a specialty store," states Rosemary Stimola of A Child's Story in Teaneck, N.J., "you can't just present backlist. You have to provide a broader spectrum to the public—books that are different or unique or odd. It's not *Goodnight Moon* that's going to distinguish my store from any other."

As children's book sales continue to grow, and as publishers offer more frontlist, retailers are becoming increasingly selective as to the number of new titles they buy per season. "We all only have just so much space," says Sandi Gurowski, owner of The Children's Pages in Winooski, Vt. "So we all must make decisions about books that deserve to have space. Sometimes we have to send them back to make room for the new ones." Like many of her colleagues, Joyce Peters of Giant Steps in Fremont, Calif., feels a responsibility to give new books a chance: "You can't really dump a good title. You need to hold onto it and help it develop a following."

At the Children's Bookshop in Clifton, Va., owner Linda Kostrzewa's solution is to buy fewer copies of each new book. "I'm constantly looking for shelf space," she says. "I've ended up rotating my stock like a farmer does with crops." Dragani at Waldenbooks observes, "The number of titles that pass my desk on a yearly basis is mind-boggling. I can't just say, 'This is a nice book, I think I'll take it.' To fill the shelves of an average Waldenkids—2200 sq. ft.—I just buy the books that blow me away or I'm sure will sell like crazy. There are just so many phenomenal titles that the 'nice' books have to go by the wayside."

Children's stores also carry a higher ratio of hardcovers to paperbacks than any other category of store: 47.7% hardcovers to 52.3% paperbacks; for general/specialty stores it's 37.7%/62.3%, for college/university stores, 42.8%/57.2%, and for chain stores, 40.5%/59.5%. Though hardcover picture books remain a strong sales category, booksellers in the survey repeatedly said that their customers prefer paperbacks and are increasingly waiting for new books to come out in softcover.

The average length of a customer's visit to a children's bookstore is 24 minutes, compared to 18 minutes for all other categories of stores (see chart, page 28). While many chil-


Breakdown of Customers for Children's Books

Source: Cahners Research

dren's booksellers think that figure sounds "about right," others, like Peterson of Pooh's Corner/Baker Book House, believe that this average covers a wide spectrum of visits. "Some people spend several hours," she points out, "and some walk in and know exactly what they want." And store visits are often significantly longer during the holiday season.

Our survey reveals that the average dollar purchase is much higher in children's-only stores: $23.38 per purchase, compared to $13.90 for all other categories of stores (see chart, p. 28, for breakdown). The average number of books purchased is highest in children's stores as well: 3.5 per visit, vs. an average of 2.9 for all other stores (see chart, p. 28).

"Can I Help You?"

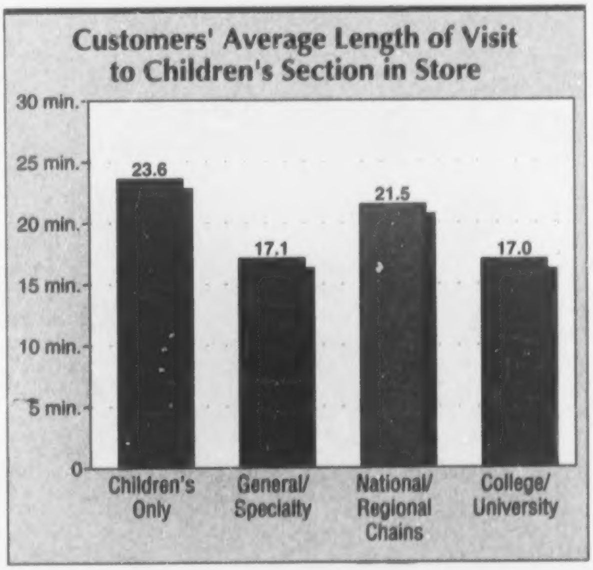
In both the Cahners survey and the telephone poll, booksellers stress the importance of handselling in the purchase of children's books (see chart, p. 29). More than half (52.7%) of the books purchased in children's-only bookstores are handsold, vs. 33.2% of the children's books bought in all other types of stores. Though these findings are not surprising, they do indicate the additional knowledge of stock and involvement with customers in children's stores that other types of stores can't match. Handselling is also more important for smaller stores; in those with annual sales below $500,000, 43% of the children's books purchased are handsold, compared to 27% in stores with annual sales above $500,000.

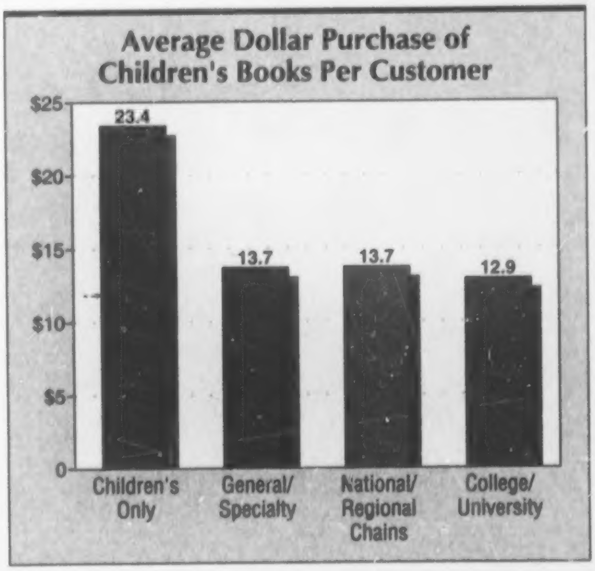
Since there are so few avenues of information on new children's books for consumers, people shopping in a children's section often request older, familiar titles. "They're confused by the new ones," says Gurowski of The Children's Pages. "That's why it's very important to have knowledgeable staff who read the books and can offer help." Susan Durrie, co-owner of The Children's Corner Bookshop in Spokane, Wash., finds that "customers aren't reluctant to say, 'Can you help me?' They're usually buying for someone else and they haven't been a child in a while, so they are very insecure in making selections. Whereas when they go into a general bookstore, they act more like a grownup."

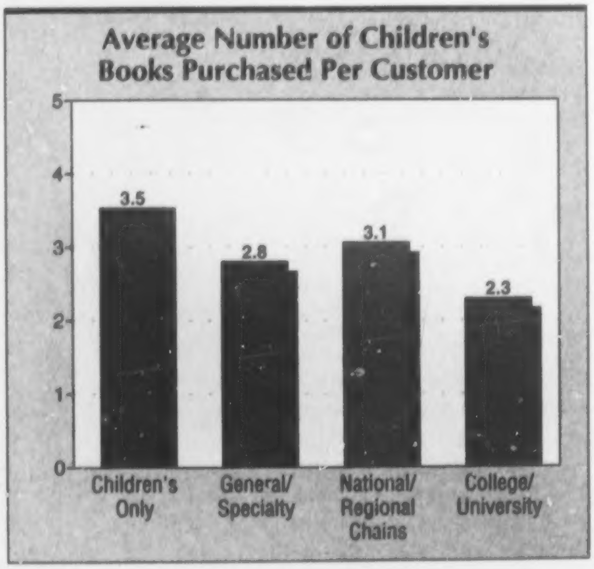
Another important service that booksellers provide is special ordering. Fully 100% of the children's bookstores we surveyed place special orders of children's books for their customers, as do 98.7% of the general independents, 85.7% of the specialty independents, 87.5% of the college/university stores, 90% of the regional chains and 60% of the national chains (see chart, p. 29, for further statistics). As Durrie of The Children's Corner points out, "In order to be service-oriented in the book business, you have to do special orders. They're costly, but they're necessary to build up a relationship with the customer." And special orders make for a steady flow of customers. "People have to come in to order the book," says Joan Hulbert, owner of the Wit & Wisdom bookstores in Cleveland, Oh., "and they have to come back to pick it up. Often they'll buy something else while they're here."

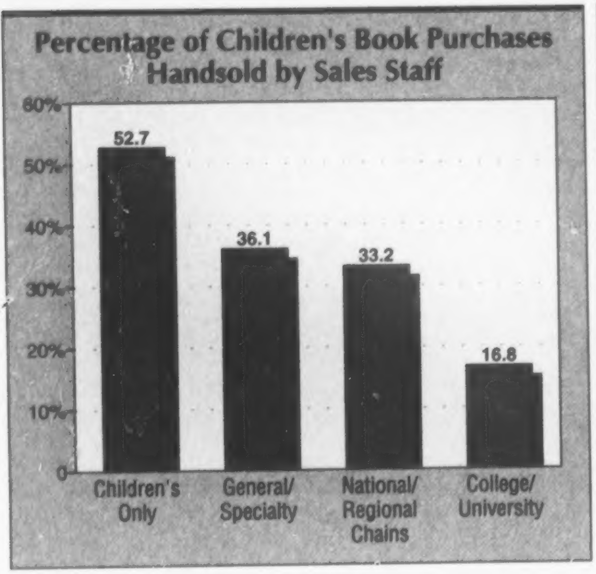
"It's *How* Much?"

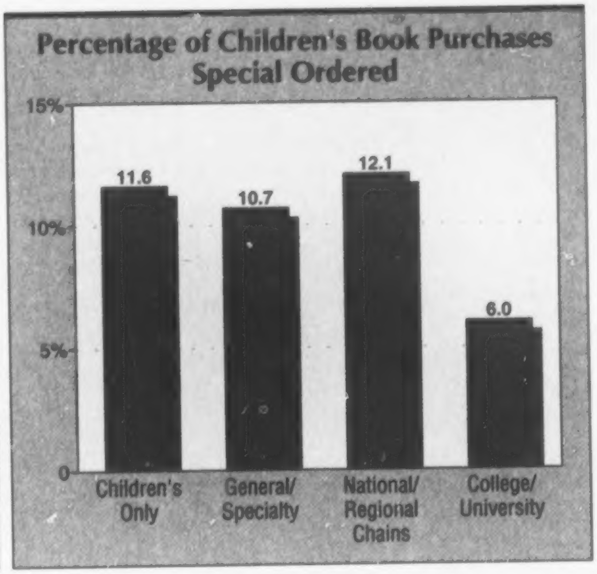
Most booksellers we surveyed believe that price resistance for children's books is on the rise. "There has been a big increase in the prices of hardcover children's books," says Betty Miller, manager of the Children's Bookery in Fairfield, Oh. "We're hearing more comments from customers; it sounds like the recession combined with the price increases are to blame." "The increase in prices is down-











right frightening," says an Idaho bookseller. "I'm afraid books are being priced right out of the hands of that large segment of the population that would most benefit from them." And many say that price resistance is directly affecting sales. "Our business volume is down this year," a Texas bookseller reveals, "and we attribute some of the decrease to price resistance. Prices are going up in one-dollar (or more) increments, much above the general inflation rate." Others blame the deep discounts that variety stores and price clubs offer, and say that there's little they can do to compete.

We asked booksellers at what price point customers will refuse to purchase a children's book. This amount was highest for children's-only stores ($19.40), indicating that their customers displayed less price resistance than people buying children's books in other types of stores ($17.45, on average). But price resistance also varies by community and by region, not just by type of store; and it certainly is not felt everywhere. "We don't see a lot of it," says one northern California bookseller. "We're in a fairly wealthy community and people don't seem to cringe, even at the $18.95 picture books."

Booksellers say that parents are much more willing to spend money for books on children younger than 12 years old, rather than over 12. And they're more willing to pay $15 or $20 for the books they'll keep "for posterity," as a California retailer puts it, while they won't spend as much on a new title or an unknown author.

Paperbacks are far and away the format of choice; many booksellers claim that hardcover children's books are largely purchased only as gifts these days. "The vast majority of our customers want paperbacks and lower prices," states an Alaska bookseller. "They'll buy paperback reprints of good children's books rather than expensive hardcovers, unless it's for a special occasion."

"An $18.95 hardcover picture book is a toughy," observes Stimola of A Child's Story. "Even at $17.95, people ruffle a bit. It's a $20 bill by the time you add tax." Anne Underhill, a buyer for the Book Mark in Tucson, Ariz., remarks, "People are looking very carefully. They say, 'It's lovely,' then put it down." But many others insist that customers are still willing to pay for something they perceive has lasting value. "People resist 32 pages of mediocrity," says a North Carolina bookseller. "But if a book is good, there is no price resistance."

Price resistance to children's books might be greater in general bookstores, theorizes Steven Moss, manager of the children's section at Joseph-Beth Booksellers in Lexington, Ky., "because in a general store people make comparisons with adult books. They think even paperbacks should be cheaper because they're for children. People who go into a children's bookstore to buy children's books know what prices to expect."

But no matter what kind of store we spoke with, booksellers of all kinds resent—and their customers complain about—price increases on backlist books, such as *Goodnight Moon* (cited by several). Customers expect backlist books to be cheaper, and get angry when they see the prices going up dollar by dollar.

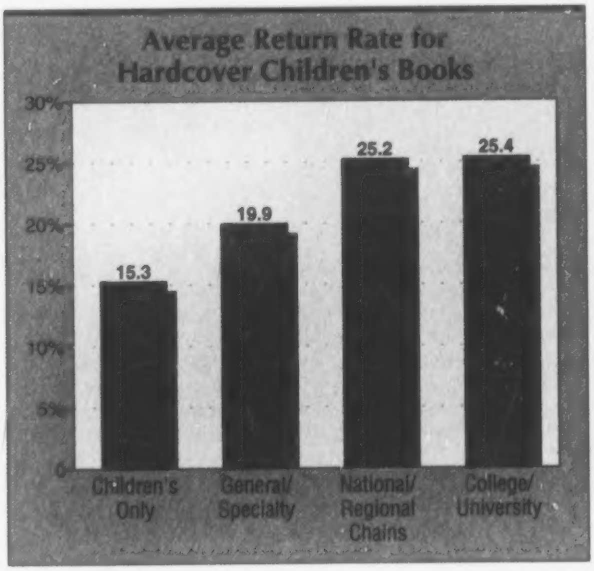
Signings Sell

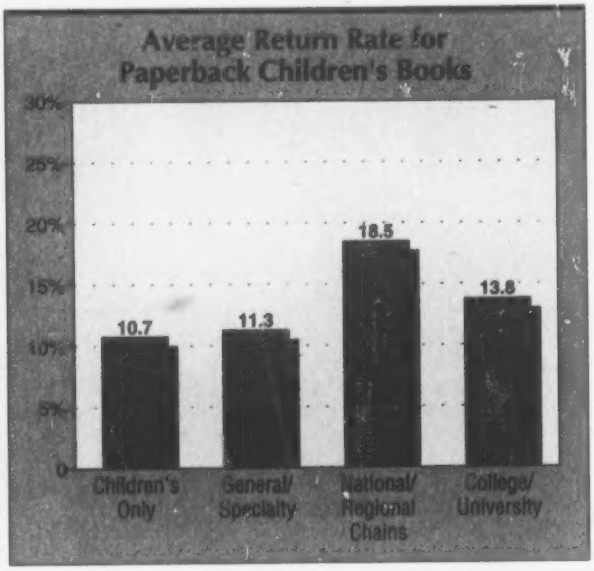
In children's stores, author appearances and autographings are far and away the most popular and effective means for promoting children's books (deemed as such by 45.5% of the respondents). Many of the children's booksellers who don't consider book signings effective say that their stores are not located on the usual tour circuit, so holding a signing is often not an option (they voiced much frustration over this, however). Other kinds of stores do children's book autographings much more rarely—they are considered effective by only 19.9% of the non-children's-only respondents.

For children's stores, the next most effective promotions (all of which received similar response percentages of 20–25%) are character appearances, book clubs, story hours and direct mail to customers. Other kinds of stores (26.5% overall, and 38.1% for chains) have the most promotional success with displays: dumps, point-of-purchase and spinners. The majority of other categories garnered rather small percentages from non-children's stores, indicating that on the whole they don't devote much time and energy to promoting children's books.

New children's books have a special display area in 77.3% of the children's stores, and 53.3% of all other stores (58.6% of general/specialty independents, 66.7% of national/regional chains, and 34.4% of college/university stores). "We are very excited about presenting new releases," says Durrie of The Children's Corner. "We put them on the front tables of the store, and we have a shelf in several sections that says 'New Picture Books,' 'New Middle Readers,' 'New YA.' Visibility is hard to replace. Wonderful gems get buried; when we do inventory we are always horrified to come across books that we forgot about."

Children's stores also display new releases for a longer amount of time—8.7 weeks, vs. 7.1 weeks in general/specialty stores, 7.8 weeks in college/university stores and 5.9 weeks in national/regional chains.





Shopping Around

When ordering new children's books, children's booksellers purchase 79% of them from publishers and 21% from wholesalers (a slight increase over last year's survey, in which they bought 76.6% of their new books from publishers). Other independent booksellers make initial purchases from publishers 57.2% of the time, and 42.8% from wholesalers; chains purchase 64% from publishers, 36% from wholesalers; and college/university stores purchase 69.5% from publishers, 30.5% from wholesalers.

This percentage for children's-only stores is high, the booksellers say, because they need to see the books before ordering them, and they often don't have this opportunity until the reps arrive with galleys and f & gs. "Publishers' reps who bring the books for me to see will get the orders," states Gurowski of The Children's Pages. Many booksellers say they would love to be able to spend a little time reading the books before a sales call. "A number of our reps leave their proofs overnight or over the weekend," states one Washington, D.C. retailer. "This has been the most useful development in years."

For reorders, booksellers are increasingly turning to wholesalers, and say they are placing more frequent but smaller reorders via computers. ("The wholesalers can get the books out in a day or so," remarks Peterson of Pooh's Corner. "Why can't the publishers?") Of the children's stores, 38.8% reorder from publishers (down from 47.2% last year) and 61.2% from wholesalers; for independents, it's 27.8% from publishers and 72.2% from wholesalers, for chain stores, it's 52.9% from publishers and 47.1% from wholesalers, and for college/university stores, it's 33.8% from publishers and 66.2% from wholesalers.

On average, children's booksellers keep 4.9 copies of each children's title in stock, compared to an average of 3.9 copies for all other stores. The breakdowns vary widely, however: 3.1 copies in general/specialty stores, 2.6 in college/university stores, and 5.8 in chains (6.8 in regional chains, 4.8 in national chains). "Every buyer's goal," says Michael Cavanaugh, merchandise manager for children's books at Barnes & Noble/B. Dalton, "is to have enough overstock to keep the best books in stock, but you don't want to go crazy with it. Books that are perennial sellers have space based on what their turnover is."

Rate of Return

In the category of picture books, there is only a slight difference between children's and non-children's stores in the average amount of time the books are kept before being returned: 9.7 weeks in children's stores, and 9.1 weeks in all other stores. General/specialty stores return picture books after an average of 9.3 weeks, college/university stores return them after 9.1 weeks and national/regional chains after 7.3 weeks. New novels are kept on the shelves slightly longer: 10.7 weeks in children's stores, vs. 8.9 weeks in general/specialty stores, 8.6 in college/university stores and 7.4 weeks in the chains.

Breaking down return rates into hardcover and paperback categories also yields interesting findings (see charts, p. 30). For children's stores, the average return rate is 15.3% for hardcovers and 10.7% for paperbacks. Both of these figures are lower than for every other type of store. General/specialty independents have a return

A PROFILE OF THE CHILDREN'S BOOKSTORES SURVEYED

The children's-only stores we surveyed have an average of 5.6 staff members and have been in business an average of 6.6 years. The largest percentage of these stores (35.2%) are located in strip malls, followed by general commercial areas (27.3%), enclosed shopping malls (9.1%), residential areas (4.5%), downtown locations (4.5%) and outdoor malls (2.3%). Of these locations, 51.1% are suburban, 29.5% are urban and 10.2% are rural. The greatest percentage of stores are in the Pacific region (28.4%), followed by East North Central (14.8%), Mountain (12.5%), New England (10.2%), Middle Atlantic (9.1%), South Atlantic (8%), West South Central and West North Central (both 5.7%).

specialty independents have a return rate of 20% for children's hardcovers and 11.3% for children's paperbacks; in college/university stores, children's hardcover returns are a sizeable 25.4% and children's paperback returns are 13.8%; in chain bookstores, children's hardcovers have a similarly large 25.2% average return rate, and children's paperback returns are 18.5%. Frontlist returns, fairly predictably, are more than twice as heavy as backlist returns, which average well under 10% for all types of stores.

Children's-only stores may return fewer books than other categories of stores, but their returns are rising at a much higher rate than in other types of stores. Just over 20% of the children's stores say that return rates have increased in the last 12 months, compared to 8.1% of all other stores, perhaps reflecting the glut of frontlist that many children's booksellers are bemoaning. Of the stores that report an increase in returns, children's-only stores report an average increase of 22.5%, vs. 19.9% for all other stores.

Booksellers in children's-only stores find publishers' sales reps their most useful source of information when purchasing children's books (cited by 68.2% of respondents), followed by publishers' catalogs (cited by 58%). It was the reverse order for all other types of stores: 65.4% say that catalogs are their most useful source, followed by sales reps (cited by 48.9%). The other most commonly cited sources followed in roughly the same order for children's and non-children's stores: book reviews, word of mouth, articles in trade journals, trade shows and input from staff.

Not only do children's-only booksellers consider sales reps their most important information source, but they also see the highest percentage of reps. These booksellers say that 60.7% of the publishers they buy children's books from send reps to their stores, compared to 40.9% for general/specialty independents, 49.6% for college/university stores and 32.8% for chains. Smaller stores see a much lower percentage of reps: 39.2% of publishers send reps to stores with sales under $500,000, compared to 65.3% to stores with sales over $500,000.

Selling to the Schools

The educational market—selling books directly to teachers and to schools—is proving a growing source of business for children's booksellers, notwithstanding budgetary cutbacks and increasing competition from wholesalers and publishers. Ninety-two percent of children's-only stores sell to schools and teachers, as do 76.3% of the general/specialty independents, 66.7% of the national/regional chains and 40.6% of the college/university stores. The children's booksellers who sell to schools say that 32.3% of their total business is done with teachers and/or schools, up from 29.5% last year. The other categories of stores do roughly half that percentage of business with schools (16.1% for general/specialty stores, 15.2% for chains and 14.5% for college/university stores).

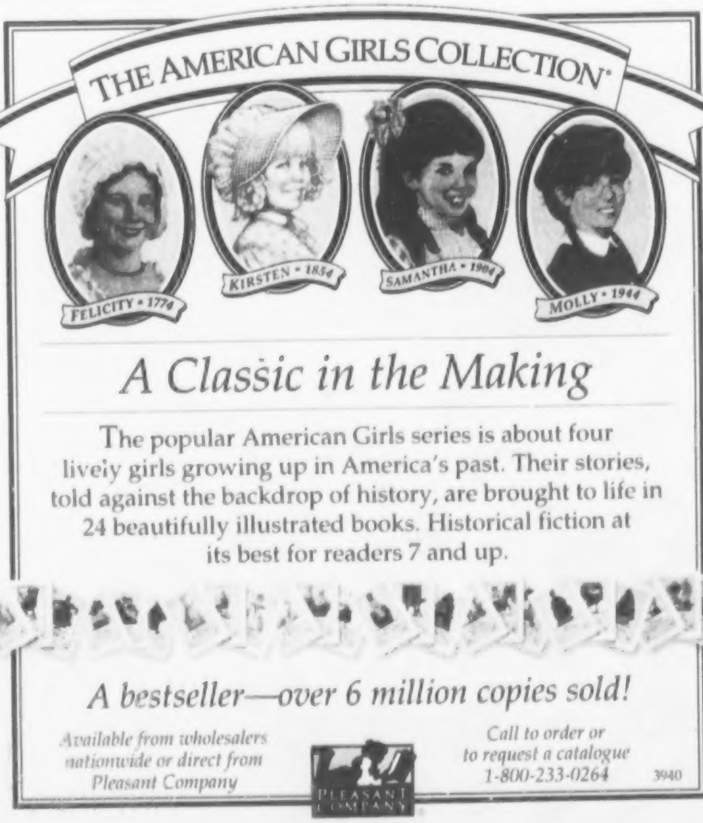
Two-thirds (67%) of the children's-only stores also do school book fairs, accounting for an additional 18% of their business. Slightly more than one-third (36.7%) of general bookstores run book fairs, representing nine percent of their children's book business. The figures are much smaller for other types of stores: 9.5% of national/regional chains (representing 6% of total sales) and 9.4% of college/university stores (4% of total sales).

Prospects Are Bright

The Association of Booksellers for Children's executive director, Caron Chapman, paints an encouraging picture of the future for children's bookselling. "There's much more media awareness of children's bookstores," she says. "People are now expecting them to be part of their community. There might be more competition—maybe four children's bookstores in one community won't last 10 years—but we can expect there to be at least one or two. And to differentiate themselves from superstores and general bookstores increasing their children's inventory, children's booksellers have had to become more creative: in terms of offering services, developing a mail-order business, opening a second location, giving book talks, working with school librarians, and so on.

"We haven't peaked yet, in terms of the number of bookstores, the number of books being published, and consumer demand," Chapman predicts. Demand for children's books should remain high in the coming years; parents who recognize the value of books and are buying them for their children will continue to do so. With the heightened emphasis and attention given to literacy and to reading, and with a still-booming birth rate, children's books and children's bookselling should remain strong throughout the decade. ☐

If you are interested in obtaining a copy of the survey on which this report was based, please contact Cathy Hoey at (212) 463-6787.



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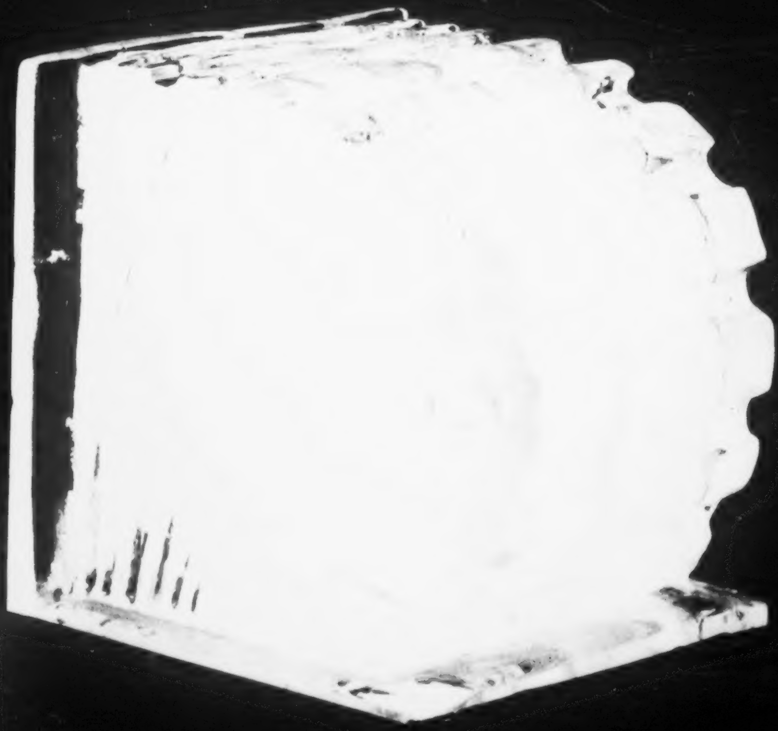

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Publishers Weekly

VOLUME 239 NUMBER 8
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

FEBRUARY 10, 1992

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Cheryl Brown, Lori Shor
PRODUCTION EDITORS
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ASSISTANT TO THE PUBLISHER
Esther Reid *(212) 463-6812*
EDITORIAL INQUIRIES *(212) 463-6758*

PRODUCTION DIRECTOR
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AAP Sales Report for December

Category	% change, December*	% change, YTD
Adult hardcover	11.0	8.8
Adult paperback	21.2	6.2
Juvenile hardcover	29.2	13.6
Juvenile paperback	4.4	17.6
Univ. pr. hardcover	0.5	6.2
Univ. pr. paperback	35.9	12.8
Bibles, etc.	16.7	23.1
Mass market paperback	0.2	10.1
Book club	2.9	4.0
Mail order	0.4-1.3	
Sci-tech	20.9	1.8
College texts	8.4	-0.5
School texts	14.3	1.7

*Percent changes measured against same time periods, 1990.

French Publisher Agency Told: Make Profit or Else

The government authority which sponsors the French Publishers Agency, a New York facility set up to sell translation rights to American publishers, is giving that office three years to turn a profit.

Or, as announced by Evelyne Pisier, director of the book in the French Culture Ministry, the government is making a three-year "wager," after which there will be a reexamination of an operation funded not only by the government but by a congeries of small and medium-sized French imprints whose rights are available through the agency.

The New York office was recently upgraded with the appointment of Olivier Nora, 31, the first director of the agency with previous experience in publishing. After serving as deputy cultural attaché in San Francisco, Nora worked as an editor at Hachette, moving on to Calmann-Lévy as a publisher of nonfiction. Active clients of the French Publishers Agency include Fayard, Gallimard and Presses de la Renaissance; Nora hopes to sign up others of equal significance.

The New York operation is unique as virtually the only rights agency supported by a government, which some in Paris see as a fatal flaw. On the positive side the subsidy makes it possible to show some of the best French nonfiction and literary fiction to smaller American publishers, in particular West Coast and university presses, and to write contracts for significant works in history and the social sciences that might not otherwise appear in English.

Nora hopes to increase private sponsorship of the agency. It recently became part of France Edition, an interprofessional group that organizes international book promotion and French participation in book fairs and special exhibitions. Its 1992 program includes 13 separate exhibits in the United States, notably at the American Booksellers Association and American Library Association conventions. —HERBERT LOTTMAN

Poor Year at Hachette's Lattès Imprint Causes Loss of 11 Jobs

Now it's the turn of Hachette imprint Lattès, a general publisher in commercial fiction and nonfiction, to be downsized, as sister house Stock has been, a result both of a poor year in book sales and a catastrophic one for the parent group's nonbook investment.

France's No. 1 communications group is not expected to sell any of its book companies, which are of course its core business, but it will no longer nurse along the losers. Citing an admission by book division vice-president Laurent Perpère that Lattès losses are "not negligible," the Paris business daily *La Tribune de l'Expansion* reports that Lattès will lose exactly half of its present staff of 22. Sales in 1990 were $11.6 million.

Founded in 1968 as an independent house by publishing wunderkind Jean-Claude Lattès, the company was sold to Hachette when Lattès was hired by Hachette chairman Jean-Luc Lagardère as publisher of the entire book division, which includes such imprints as Fayard, Grasset, and Hachette. Lattès's wife Nicole continued to run it until he left the group last year in the wake of turbulence concerning the division's disappointing investments, which included both Grolier in the U.S. and Salvat in Spain. Meanwhile, as a result of the announcement that Hachette was cutting its losses by withdrawing from TV channel 5 (La Cinq), the group's shares on the Paris exchange have been rising. —H.R.L.

Senate Votes $850 Million To Improve Neighborhood Schools

Notwithstanding President Bush's conservative education budget, the U.S. Senate approved, by a vote of 92-6, a bill to improve neighborhood schools, backed with $850 million in federal funds the first year.

The House passed a similar bill last year, but conferees from both houses must now sit down and iron out differences before the measure can be passed and sent to President Bush for his signature.

The money would go to the states in the form of grants to be used to improve schools selected through a procedure that determines need on a competitive basis.

The Senate passed the measure after turning back efforts to extend the benefits to private and parochial schools as well as public ones, and to give poor families tax credits they could use in any school, public or private. The neighborhood schools program was the first of several education bills expected to be acted on this year by Congress.

—HOWARD FIELDS

NEW VENTURES

Scott/Satz Group, a sales and marketing consulting firm, has been formed by Louis Satz and Gloria Scott. Satz is a former senior vice-president for sales and marketing at Bantam Books. Scott founded and developed Infocom Broadcast Services Inc. The firm is located at 539 Monarch Ridge, Walnut Creek, Calif. 94596; (510) 934-2919, fax (510) 930-8918.

Franklin & Seigel Associates, a literary scouting service representing foreign publishers and film producers, has been launched by Lynn Franklin and Todd

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Publishers Weekly (ISSN 0000-0019) RPI SA 123397457 is published weekly, with the exception of the last week of December [illegible] January, February, July and August by the Cahners Publishing Company, Cahners Publishing Company, a Division of Reed Publishing USA, 275 Washington St., Newton MA 02158-1630. Terrence M. McDermott, President/Chief Operating Officer; [illegible] Robert T. [illegible] Vice President/General Manager; Jerry D. Neth, Senior Vice President/Publishing Operations; [illegible] Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Fulfillment Corp of America, 205 West Center St., Marion, OH 43302. Second-class postage paid at New York, N.Y. and additional mailing offices. **POSTMASTER Send address changes to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43302.** [illegible] PUBLISHERS WEEKLY, 249 West 17th St., New York, NY 10011 [illegible] PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43302 [illegible] PUBLISHERS WEEKLY copyright 1992 by Reed Publishing USA [illegible] SUBSCRIPTION PRICES: U.S.A. 1 year $119, 2 years $199, 3 years $279; Canada: 1 year $[illegible], 2 years $301 [illegible] 1 year $260, 2 years $442, 3 years $624 [illegible] PUBLISHERS WEEKLY is a registered trademark of Reed Properties Inc. [illegible] Building and Wedding Planning.

SALES OFFICES

249 West 17th Street
New York, N.Y. 10011
FAX (212)-463-6653
TELEX 127-703 RR BOWKER

ASSOCIATE PUBLISHER
Ann Hartman (212) 463-6825

CONTRACTS COORDINATOR
Paul Walker (212) 463-6604

NORTHEAST
Lynn Myers (212) 463-6811
Jane Belostock (212) 463-6797
Patricia Fiore (212) 463-6809
John V. Turner (212) 463-6784
David Nudo (212) 463-6552

MIDWEST
Matthew Hurley (708) 390-2917
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
Des Plaines, Ill. 60017-5080
FAX (708) 635-0929

WEST
Jim Levitt (818) 764-5101
Lorna Campbell
7111 Radford
North Hollywood, Calif. 91605
FAX (818) 982-6387

SOUTH
Robin Mays (404) 955-6500
Cahners Publishing Company
6520 Powers Ferry Road, Suite 395
Atlanta, Ga. 30339
FAX (404) 955-2585

CANADA
Claude Choquette (514) 348-3236
The Rights Agency
C.P. 596, Station N
Montreal, Quebec H2X 3M6

FRANCE
Eliane Benisti 33-1-42-22-85-33
80 Rue des Saints Peres
75007 Paris, France
TELEX 205735 F ECOLOIS

ITALY
Donatella Barbieri
Agenzia 08-392-865445
Letteraria Internazionale
Via Fratelli Gabba, 3
I-20121 Milano, Italy
TELEX 323574FAX 0039-2-876222

JAPAN
Tom Mori 03-230-4081
Tuttle-Mori Agency
Fuji Building, 8F
2-15 Kanda Jimbocho
Chiyoda-ku, Tokyo
TELEX 2324915 TUTMOR J

SPAIN, PORTUGAL, AND
LATIN AMERICA
Gloria Gutierrez,
Carmen Balcells 34-3-220-85-65
Agencia Literaria
Diagonal 580
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TELEX 50459 COPT E

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Sarmans Forlag
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The Funny Side of Publishing

Book Titles, 1990–91: A Breakdown by Publisher

A New Pitch to Children's Bookstores • Japan's Book Boom

Publishers Weekly®

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Question:
What do these names have in common?

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Answer:

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THE FAR SIDE 1993 OFF-THE-WALL CALENDAR
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Attack of the Deranged Mutant Killer Monster Snow Goons
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1993 CALENDAR
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JAY LENO'S Headlines
1993 Calendar
WHAT IS IT, TINK, IS PAN IN TROUBLE?
A DOONESBURY BOOK
America's Pulitzer Prize-Winning Humorist
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VOLUME 239 NUMBER 13
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

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James Reilly

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EDITORIAL INQUIRIES *(212) 463-6758*

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Publishers' Title Output: 1990–91

Listings Show Comparative Figures For Over 900 Houses

The charts on the following pages list, by publisher, the new titles and new editions published during the January–December period in both 1990 and 1991, as reported to R.R. Bowker's *Books in Print*. It includes only those publishers with 100 or more active titles in the *BIP* database.

The total number of new titles reported in 1991 was 110,080; for the same period in 1990, 104,207. This represents an increase of 5.7 %. Of the publishers listed here, 964 published 81,636 titles, 74.9% of the total in 1991. In 1990, 932 publishers published 73,017 titles, or 70% of the total. In 1991 the average title output was 11.9; in 1990, 11.87.

It is important to note that these figures far exceed the figures for U.S. book title production in these years, first reported in *PW* (Feb. 3). The reason is that the *BIP* database includes many new titles, editions and annualsimported into the country and distributed by the reporting publishers, so it is a listing of books *available* in the U.S. rather than just of the output of U.S. publishers.

All publishers listed here were contacted to update their 1991 title lists prior to publication of this chart; any publisher whose output is different from the figures listed here should contact the office of the Editorial Director, *Books in Print*, R.R. Bowker Co., 121 Chanlon Rd., New Providence, N.J. 07974.

	NEW BOOKS		NEW EDITIONS	
PUBLISHER	**1991**	**1990**	**1991**	**1990**
A.R.E. Pr	10	5		
Abaris Bks., Inc	5	4		
ABBE Pubs. Assn. of Washington, D.C	106	56	17	1
Abbeville Pr., Inc	85	45	1	3
ABC-CLIO, Inc	32	35	1	9
Abilene Christian Univ. Pr	3	4	1	1
Abingdon Pr	91	99		8
Ablex Publishing Corp	78	65	1	
Abrams, Harry N. Inc	129	145	5	3
Academic Pr., Inc	367	359	31	25
Academy Chicago Pubs., Ltd	8	17		
Accelerated Indexing Systems International, Inc	2	25		
Accent Bks	6	22		
Ace Bks	110	101		1
Acropolis Bks	4	6	2	1
Adams, Bob Inc	37	29	9	13
Addison-Wesley Publishing Co., Inc	267	262	63	42
Advent Bks., Inc	98	115		15
Aegina Pr., Inc	58	28		
Africa World Pr	6	28		4
Agribookstore/Winrock	27	34	2	2
Air Science Co	5	4		1
Alaska Northwest Bks	19	19	3	5
Alba Hse	23	3	1	
Aldine de Gruyter	20	10	2	1
Algonquin Bks. of Chapel Hill	18	21		
Allyn & Bacon, Inc	47	64	35	49
Alyson Pubns., Inc	34	13	2	2
AMACOM	61	39	5	11
Amereon, Ltd	1	1		
American Assn. of Schl. Administrators	6	2		2
American Bar Assn	6	36		2
American Business Directories	1	1	47	6
American Chemical Society	39	35	1	
American Classical College Pr	18	9		
American Correctional Assn	16	16	6	8
American Enterprise Institute for Public Policy Research	23	23		5
American Federation of Astrologers, Inc	7	4		
American Geophysical Union	7	15		
American Institute of Aeronautics & Astronautics	38	18		
American Institute of Chemical Engineers	6	8		
American Institute of Physics	67	68		7
American Law Institute (ALI) & American Law Institute-American Bar Association Committee on Professional Education (ALI-ABA)	16	17	5	7
American Library Assn	54	36	5	4
American Mathematical Society	62	75	1	4
American Philosophical Society	11	17		
American Pr	9	5	6	4
American Psychiatric Pr., Inc	40	49	5	
American Psychological Assn	26	18	2	2
American Society for Testing & Materials	86	63	5	4
American Society of Civil Engineers	69	63	2	2
American Water Works Assn	20	28	2	1
AMS Pr., Inc	50	56		
Anchorage Pr	8	6		
Anderson Publishing Co	25	20	12	8
Andrews & McMeel	50	30		1
Annual Reviews, Inc	26	28		
Anthroposophic Pr., Inc	5	114		
Antique Collectors' Club	21	25		1
Aperture Foundation, Inc	35	29		
Applause Theatre Bk. Pubs	27	8		2
Appleton & Lange	44	36	48	27
Apt Bks., Inc	78	97	6	12
Arcade Publishing, Inc	46	40		
Ardis Pubs	21	14	4	2
Ares Pubs., Inc	4		1	
Arkansas Research	4	5		1
Aronson, Jason Inc	63	47	2	3
Art Direction Bk. Co	15	3		7
Arte Publico Pr	19	14	3	1

PUBLISHER	NEW BOOKS 1991	NEW BOOKS 1990	NEW EDITIONS 1991	NEW EDITIONS 1990
Artech Hse., Inc.	45	43	3	
ASCP Pr.	11	7		1
Ashgate Publishing Co.	418	415	7	18
Ashley Bks., Inc.	33	25		
ASM International	18	25	1	2
Aspen Pubs., Inc.	59	39	7	6
Associated University Presses	6	7		
Association for Information & Image Management	9	17	2	2
Atlantic Monthly Pr.	32	43		
Augsburg Fortress Pubs.	62	115	1	2
August Hse.	32	18		
Australian Government Publishing Service	56	61	3	3
Ave Maria Pr.	18	18	1	1
Avery Publishing Group, Inc.	61	44	5	4
Aviation Bk. Co.	6	13	2	1
Avon Bks.	403	378	2	1
Ayer Co. Pubs., Inc.	8	12	20	12
Baen Bks.	31	43		
Baker Bk. Hse.	108	88	11	6
Ballantine Bks., Inc.	254	241	14	14
Ballen Booksellers International	15	17	1	2
Banner of Truth, The	16	18		2
Bantam Bks., Inc.	908	842	9	11
Barnes & Noble Bks.-Imports	26	34		1
Barron's Educational Series, Inc.	186	152	34	45
Basic Bks.	66	68	2	2
Battery Pr.	3	12		5
BDD Promotional Bk. Co., Inc.	153	239		2
Beacon Hill Pr. of Kansas City	9	13		
Beacon Pr.	44	26	4	5
Bedrick, Peter Bks.	44	39	1	1
Beekman Pubs., Inc.	5	83		2
Behrman Hse., Inc.	1	2		
Belknap Pr. of Harvard Univ. Pr.	10	3		
Bender, Matthew & Co., Inc.	35	18	3	
Benjamin-Cummings Publishing Co.	16	6	23	14
Benjamins, John North America, Inc.	110	83	1	
Berg Pubs., Inc.	50	39		
Berkley Publishing Group	411	368	1	
Berlitz Publishing Co., Inc.	29	16		
Bethany Hse. Pubs.	57	53	6	5
Betterway Pubns., Inc.	34	26	2	4
Binford & Mort Publishing	5	5	4	3
Birkhauser Boston	36	90		2
Bishop Museum Pr.	2	1		
Black Rose Bks.	4	9	3	
Black Sparrow Pr.	13	10		
Blackwell Pubs.	242	238	19	7
Blackwell Scientific Pubns., Inc.	70	58	23	22
Bloch Publishing Co.	2		1	1
BNA Bks.	55	40	9	12
Bolchazy-Carducci Pubs.	9	5	1	
Bonus Bks., Inc.	29	19		2
Book Sales, Inc.	51	89		
Bookcraft, Inc.	33		1	
Books International, Inc.	12	13		1
Books Nippan	108	94	2	2
Borgo Pr.	250	161	12	24
Bouregy, Thomas & Co., Inc.	70	50		
Bowker, R. R.	8	11	40	38
Bowling Green Univ. Popular Pr.	13	21		
Boy Scouts of America	3	18		3
Boyars, Marion Pubs., Inc.	12	14		3
Boyd & Fraser Publishing Co.	28	29	6	2
Boydell & Brewer	78	63	2	
Boynton Cook Pubs., Inc.	17	7	1	1
Brady Bks.	26	15	3	1
Branden Publishing Co.	8	8	1	
Braziller, George Inc.	16	12	1	1
Brethren Pr.	7	6	2	2
Bridge Publishing, Inc.	3			
Bridge Pubns., Inc.	15	8		
Brill, E. J. U.S.A., Inc.	114	107	3	4
Broadman Pr.	193	41	8	
Brookes, Paul H. Publishing Co.	13	21	3	4
Brookings Institution	25	16		
Brooks/Cole Publishing Co.	79	47	67	35
Brown, David	12	2		
Brown, Wm.C. Communications, Inc.	84	62	75	68
Brunner/Mazel Pubs.	32	73	4	2
Buccaneer Bks.	121	101		
Bucknell Univ. Pr.	24	24	1	
Bulfinch Pr.	13	28		
Business Communications Co., Inc.	97	58		
Business Trend Analysts, Inc.	35	30		
Business 1 Irwin	97	77	21	6
Butterworth U.S., Legal Pubs., Inc., U.S. Headquarters	259	132	94	60
Butterworth-Heinemann	227	207	56	55
CAB International North America	33	4	1	
Cambridge Univ. Pr.	983	899	43	35
Camino E.E. & Bk. Co.	2	4		
Caratzas, Aristide D. Pub.	11	7		
Carlton Pr., Inc.	225	120	8	2
Carnegie-Mellon Univ., Pr.	7	7	2	
Carol Publishing Group	129	132		1
Carolina Academic Pr.	22	12	3	2
Carolrhoda Bks., Inc.	65	59		
Carroll & Graf Pubs.	109	91		
Casa Bautista de Publicaciones	45	46		
Casenotes Publishing Co., Inc.	17	24		
CAT Publishing Co.	13	26	14	16
Catalan Communications	24	27		1
Catholic Univ. of America Pr.	16	17		
Cavendish, Marshall Corp.	46	72		
Celestial Arts Publishing Co.	18	34	2	4
Cellar Bk. Shop	25	25		1
Center for Applied Research in Education, The	15	14		
Center for Occupational Research & Development	9	4	7	
Center for Strategic & International Studies	19	7		
Center on Education & Training for Employment	2			
Chadwyck-Healey Inc.	6	12		
Chalice Pr.	16	10		
Chapman & Hall	119	151	14	20
Checkerboard Pr., Inc.	35	23	1	
Chelsea Hse. Pubs.	209	151		
Chelsea Publishing Co.	1		5	
Cherokee Publishing Co.	5	8		2
Cherry Lane Bks.	2	3		

PUBLISHER	NEW BOOKS		NEW EDITIONS	
	1991	1990	1991	1990
Chicago Review Pr., Inc.	18	10	5	4
Chidvilas, Inc.	11	3		1
Child Evangelism Fellowship Pr.	7	2		
Child Welfare League of America, Inc.	8	10		
Child's Play-International	25	27		
Children's Pr.	153	137	1	3
Chilton Bk. Co.	88	72	10	9
China Bks. & Periodicals, Inc.	9	11		
Christ for the Nations, Inc.	3	1	1	
Christian Pubns., Inc.	25	11	1	2
Christopher Publishing Hse.	15	8		
Chronicle Bks.	112	92	1	2
Churchill Livingstone, Inc.	122	86	69	42
Cistercian Pubns., Inc.	8	7		
City Lights Bks.	9	7		2
Claitors Publishing Div.	3		1	
Clark Boardman Callaghan	26	97	1	4
Clark, I. E. Inc.	16	14		
Cliffs Notes, Inc.	5	19	1	
Closson Pr.	7	18		
Cloverdale Library, The	5	21		
Clymer Publishing	10	14		
Coffee Hse. Pr.	12	10		1
Cold Spring Harbor Laboratory Pr.	19	14	1	1
Collector Bks.	59	57	14	6
College Pr. Publishing Co., Inc.	27	20	3	2
Columbia Univ. Pr.	297	323	2	8
Columbia Univ., Teachers College, Teachers College Pr.	42	35	5	2
Comision Internacional de Teologia y Educacion	7	24		5
Committee for Economic Development	3	4		
Communication Skill Builders	29	21	2	2
CompCare Pubs.	19	18		1
Computational Mechanics, Inc.	2	44		
Compute Pubns. International, Ltd.	11	19	4	
Concordia Publishing Hse.	25	22		
Congressional Quarterly, Inc.	24	24	17	7
Contemporary Bks., Inc.	96	81	1	1
Continuing Education of the Bar-California	64	36	11	10
Continuum Publishing Co.	45	43	8	2
Cook, David C. Publishing Co.	43	2		
Cornell Maritime Pr., Inc.	3	3	2	1
Cornell Univ. Pr.	136	147	3	3
Coronet Bks.	73	123		
Council for Indian Education	7	5		
Countryman Pr., Inc.	28	19	3	4
Cowley Pubns.	12	12	2	
CRC Pr., Inc.	286	218	15	8
Creative Education, Inc.	25	49		
Crisp Pubns., Inc.	37	32	5	5
Cross-Cultural Communications	49	4		
Crossing Pr., The	35	28	1	1
Crossroad Publishing Co.	80	73	5	1
Crown Bks. for Young Readers	33	26	1	3
Crown Publishing Group	195	172	4	5
CSS of Ohio	108	74		
Ctr. for Migration Studies	6	5	1	1
Curley Publishing, Inc.	1	24	1,228	337
Da Capo Pr., Inc.	33	44	3	
Davidson, Harlan Inc.	4	4	1	1

PUBLISHER	NEW BOOKS		NEW EDITIONS	
	1991	1990	1991	1990
Davis, F. A. Co.	29	24	15	12
DAW Bks.	33	38		
De Gruyter, Walter Inc.	126	124	2	3
Dearborn Financial Publishing, Inc.	25	29	25	15
Dekker, Marcel Inc.	188	172	18	18
Delacorte Pr.	108	63		
Dell Publishing Co., Inc.	473	409	5	
Delmar Pubs., Inc.	69	12	58	14
Denlingers Pubs., Ltd.	5	8		1
Deseret Bk. Co.	47	81	1	4
Destiny Image Publishers	33	33		
DeVorss & Co.	10	10		1
Dial Bks. for Young Readers	73	70		
Distributed Art Pubs.	15	32		
DOK Pubs.	7	10		
Dorchester Publishing Co., Inc.	134	119		
Dorrance Publishing Co., Inc.	35	6	1	
Doubleday & Co., Inc.	358	413	5	7
Dover Pubns., Inc.	125	168	2	2
Down East Bks.	9	8	1	
Dramatic Publishing Co.	37	16		
Dryden Pr.	23	36	50	33
Dufour Editions, Inc.	48	261		2
Duke Univ. Pr.	67	61	2	6
Dumbarton Oaks	6	9		
Durst, Sanford J.	1	20		7
Dushkin Publishing Group, Inc.	7	4	59	15
Dutton Children's Bks.	138	134		
Eakin Pr.	26	28	1	
Eastern Orthodox Bks.	9	8		
Ecco Pr.	26	23	1	
Eclipse Bks.	25	68		1
EDC Publishing	30	37		
Ediciones Universal	51	34		
Editorial Betania	9	13	1	
Educational Ministries, Inc.	17	32		
Educational Technology Pubns, Inc.	12	7	1	
Eerdmans, William B. Publishing Co.	67	79	8	8
Eisenbrauns	5	23		
Element, Incorporated	70	158	1	1
Elliot's Bks.	1	1	2	1
Elsevier Science Publishing Co., Inc.	626	698	27	26
Embee Pr.	4	4		
Enslow Pubs., Inc.	44	36	1	
Erlbaum, Lawrence Assocs., Inc.	145	156	4	5
Evans, M. & Co., Inc.	30	36		
Executive Enterprises Pubns. Co., Inc.	1	3	1	
Faber & Faber, Inc.	94	76	4	1
Facts on File, Inc.	130	154	16	12
Fairchild Bks.	16	16	7	2
Fairleigh Dickinson Univ. Pr.	34	35		1
Fairmont Pr., Inc.	8	4		
Falcon Pr. Publishing Co., Inc.	17	22	4	
Farrar, Straus & Giroux, Inc.	166	161		1
Fawcett Bk. Group	224	184	1	1
Fearon Teacher Aids	41	21	2	1
Feldheim, Philipp Inc.	14	25	2	
Feminist Pr. at the City Univ. of New York	12	7		1
Fertig, Howard Inc.	3	5		
Financial Publishing Co.	1	2		
Fine, Donald I. Inc.	64	50		

PUBLISHER	NEW BOOKS		NEW EDITIONS	
	1991	1990	1991	1990
Firefly Bks., Ltd.	94	62		1
Focal Pr.	37	21	7	3
Focus Information Group, Inc.	3	2		
Fordham Univ. Pr.	15	12	3	3
Foster, Walter Publishing, Inc.	18	17		
Foundation for Classical Reprints, The	20	12	1	
Foundation Pr., Inc.	62	37	107	68
Franklin, Burt Pub.	11	13	1	1
Free Pr.	130	138	6	3
Freeman, W. H. & Co.	23	58	12	20
French & European Pubns., Inc.	253	28	5	12
Friendship Pr.	16	13		1
Futura Publishing Co., Inc.	22	13	3	1
Future Technology Surveys, Inc.	107			
Gale Research, Inc.	396	329	136	44
Gallaudet Univ. Pr.	11	11	1	1
Gallopade: Publishing Group	472	1,119		
Garber Communications, Inc.	1		6	1
Gardner Pr., Inc.	17	3	1	1
Garland Publishing, Inc.	146	429	43	70
Garrett Educational Corp.	24	41		
Gaunt, William W. & Sons, Inc.	78	63	15	24
Genealogical Publishing Co., Inc.	30	25	1	2
Geological Society of America, Inc.	23	24		
Georgetown Univ. Pr.	11	19	1	1
Getty, J. Paul Trust Pubns.	16	21		
Gibson, C. R. Co.	19	21		
Globe Pequot Pr.	35	28	32	19
Godine, David R. Pub., Inc.	42	22		
Golden Quill Pr., The	7	8		
Good Apple	61	49		
Good Bks.	18	22		
Good News Pubs.	40	37	2	1
Goodheart-Willcox Co.	17	13	8	2
Gordon & Breach Science Pubs., Inc.	153	48		
Gordon Pr. Pubs.	1,153	72		
Gospel Publishing Hse.	13	3		
Gould Pubns.	8	5		1
Government Institutes, Inc.	23	26	16	8
GP Publishing, Inc.	21	4	1	
Graham & Trotman, Inc.	14	1		
Green, Warren H. Inc.	14	6		
Greenfield Review Literary Ctr., Inc.	2	6		
Greenhaven Pr., Inc.	81	102	12	3
Greenwillow Bks.	59	61		
Greenwood Publishing	15	26		
Greenwood Publishing Group, Inc.	642	660	10	6
Gregg International	1	1		
Group Publishing, Inc.	13	43		
Grove Weidenfeld	65	86	1	2
Guilford Pr.	61	55	3	
Gulf Publishing Co.	33	29	11	13
Hackett Publishing Co., Inc.	7	5	2	3
Hagin, Kenneth Ministries, Inc.	3	2	4	
Hall, G. K. & Co.	180	117	220	328
Halsted Pr.	45	51	6	5
Hambledon Pr.	18	11		
Harcourt Brace Jovanovich College Pubs.	6	1	1	
Harcourt Brace Jovanovich, Inc.	226	253	17	33
Harlequin Bks.	612			
Harmony Hse. Pubs.-Louisville	15	17		
Harper Business	67	49		1
Harper San Francisco	190	175	4	5
HarperCollins Children's Bks.	260	246	20	18
HarperCollins College	117	87	121	116
HarperCollins Pubs., Inc.	842	515	30	29
Harrison Hse., Inc.	17	16	8	3
Harvard Univ. Pr.	175	139	3	5
Harvest Hse. Pubs., Inc.	53	34	3	
Haworth Pr., Inc., The	76	113	1	
Haynes Pubns., Inc.	42	23	14	1
Hazelden Foundation	1	1		
Health Administration Pr.	11	9	3	4
Health Communications, Inc.	38	32		1
Heart of the Lakes Publishing	8	7		
Heath, D. C. & Co.	15	31	22	45
Hein, William S. & Co., Inc.	9	20	3	
Heinemann Educational Bks., Inc.	53	62	1	5
Heinle & Heinle Pubs., Inc.	13	9	7	7
Hemisphere Publishing Corp.	91	108	5	7
Hendrickson Pubs., Inc.	36	6	2	
Herald Hse.	9	10		
Herald Pr.	32	31	1	2
Here's Life Pubs., Inc.	27	30	8	3
Heritage Bks., Inc.	127	99	2	2
Higginson Bk. Co.	270	64	8	9
Highlights for Children	39	24		
Hill & Wang, Inc.	7	12		1
Hippocrene Bks., Inc.	109	84	17	12
Hispanic Seminary of Medieval Studies	6	14		1
Hobby Hse. Pr.	15	2	1	
Hogrefe & Huber Pubs.	32	23	3	4
Holiday Hse., Inc.	61	60		
Holloway Hse. Publishing Co.	10	27	2	
Holmes & Meier Pubs., Inc.	24	9	6	2
Holmes Publishing Group	12	19		
Holt, Henry & Co., Inc.	206	217	5	1
Holt, Rinehart & Winston, Inc. (Schl. Div.)	30	19	32	15
Hoover Institution Pr.	12	10	1	1
Horizon Pubs. & Distributors, Inc.	19	13		
Houghton Mifflin Co.	295	317	48	30
Howell Bk. Hse., Inc.	31	33	6	
Human Kinetics Pubs.	19	30	8	9
Human Resource Development Pr.	9	17	1	
Human Rights Watch	23	33		
Humana Pr.	23	21		
Humanities Pr. International, Inc.	115	137	1	8
Hunter Publishing, Inc.	79	97	8	14
Hyperion Pr., Inc.	23	28		1
i.b.d., Ltd.	21	41	6	27
IAP, Inc.	11	18	3	1
ICS Pr.	26	17	1	1
Ideals Publishing Corp.	43	36		
IEEE Computer Society Pr.	95	91	2	1
Ignatius Pr.	42	36	3	2
ILR Pr.	9	6	2	2
InBook Distribution Co.	72	28	2	1
Incentive Pubns., Inc.	23			
Indiana Univ. Pr.	154	127	4	4
Inner Traditions International, Ltd.	45	28	1	7
Institute of Electrical & Electronics Engineers, Inc.	140	21		

PUBLISHER	NEW BOOKS 1991	NEW BOOKS 1990	NEW EDITIONS 1991	NEW EDITIONS 1990
Institute of Environmental Sciences	2	6	1	1
Institute of Gas Technology	3	1		
Institute of Government	7	15	2	7
Institute of Mediaeval Music, Ltd.	2	3		
Institution of Electrical Engineers	1	17		1
Instrument Society of America	17	18	5	3
Inter-University Consortium for Political & Social Research	3	3		
Interlink Publishing Group, Inc.	31	72	3	
Intermediate Technology Development Group of North America	21	10	1	
International Bk. Ctr.	7	16		
International Labour Office	29	20	5	5
International Marine Publishing Co.	24	19	2	4
International Monetary Fund	24	24		
International Polygonics, Ltd.	13	25		
International Pubs. Co.	10	6		1
International Self-Counsel Pr.	12	19	14	34
International Specialized Bk. Services	204	305	7	21
International Universities Pr., Inc.	23	27	3	1
Interstate Printers & Pubs., Inc.	3	4	6	5
InterVarsity Pr.	107	66	4	3
Iowa State Univ. Pr.	51	61	9	13
Irish Bks. & Media, Inc.	23	26	5	2
Iron Crown Enterprises, Inc.	6	36		
Irvington Pubs.	35	7		1
Irwin, Richard D. Inc.	4	21	18	46
Ishiyaku EuroAmerica, Inc.	5	11	1	2
Island Pr.	20	17	1	
Ivy Bks.	82	82		
Jai Pr., Inc.	93	35		
Jamestown Pubs., Inc.	10	2		
Jane's Information Group	37	31		
Japan Pubns. (U.S.A.), Inc.	10	23		1
Jewish Pubn. Society	14	17		
Johns Hopkins Univ. Pr.	143	117	10	9
Jones & Bartlett Pubs., Inc.	22	15	2	5
Jossey-Bass, Inc., Pubs.	124	122	2	4
Jove Pubns., Inc.	179	170		
Judson Pr.	7	2		2
Kalmbach Publishing Co.	15	5	2	1
Karger, S. AG	171	181	3	3
Kelley, Augustus M. Pubs.	12			
Kendall/Hunt Publishing Co.	564	391	192	143
Kent State Univ. Pr.	19	18		1
Kessinger Publishing Co.	19	59		
Kinship	8	5		
Kluwer Academic Pubs.	578	572	10	10
Kluwer Law & Taxation Pubs.	45	56	5	8
Knightsbridge Publishing Co., Inc.	73	68	1	
Knopf, Alfred A. Bks. for Young Readers	103	67	13	2
Knopf, Alfred A. Inc.	161	136	6	2
Kodansha America, Inc.	47	41		2
Koeltz Scientific Bks., U.S.A.	6	10	1	1
Kraus International Pubns.	7	4		
Kregel Pubns.	42	32		2
Krieger Publishing Co.	99	119	18	11
Krsna Institute	41	38		
Ktav Publishing Hse., Inc.	5	11		
Kumarian Pr.	9	10	1	1
Ladybird Bks., Inc.	38	75	1	
Lang, Peter Publishing, Inc.	192	309		3
Langenscheidt Pubs., Inc.	5	11		
Lawyers Cooperative Publishing Co.	18	8	7	4
Lea & Febiger	30	31	28	16
Learning Links	41	23		
Learning Pubns., Inc.	11	10	1	2
Learning Works, Inc., The	6	5		2
Leisure Pr.	22	18	3	2
Leonard, Hal Publishing Corp.	126	65	5	1
Lerner Pubns. Co.	103	65	1	
Lewis Pubs., Inc.	58	57	7	1
Lexington Data, Inc.	1	5		
Libra Pubs., Inc.	7	11		
Libraries Unlimited, Inc.	48	34	5	5
Library of America, The	4	5		
Library of Congress	8	9	2	
Life Pubs. International	43	53		
Life Science Institute	43	3		2
Liguori Pubns.	17	18	1	
Limelight Editions	6	8	1	1
Linden Pubs.	10	12		
LinguiSystems, Inc.	47	35		3
Lion Publishing Corp.	35	64		1
Lippincott, J. B. Co.	3	4	2	
Little, Brown & Co.	386	394	43	37
Littlefield Adams Quality Paperbacks	3	3	1	1
Liturgical Pr., The	65	58		1
Liveright Publishing Corp.	1		1	
Llewellyn Pubns.	47	33	3	7
Lloyd's of London Pr.	17	29	3	7
Loizeaux Brothers, Inc.	9	10	1	
Lonely Planet Pubns.	12	10	14	10
Longman Publishing Group	109	120	39	23
Longmeadow Pr.	59	52	2	
Loompanics Unlimited	15	21	4	2
Lothrop, Lee & Shepard Bks.	69	42		
Louisiana State Univ. Pr.	66	65	1	
Loyola Univ. Pr.	11	14	1	
Lubrecht & Cramer, Ltd.	59	77	4	2
Lyons & Burford, Pubs., Inc.	36	26		3
M & T Bks.	40	27	1	1
MA/AH Publishing	2			
Macmillan Children's Bk. Group	412	383	11	7
Macmillan Publishing Co., Inc.	430	547	80	192
Macoy Publishing & Masonic Supply Co., Inc.	1			
Madison Bks.	44	44	1	
Market Intelligence Research Corp.	17	51		
Masquerade Bks., Inc.	30	16	21	28
Materials Research Society	43	41		
Mathematical Assn. of America	7	8		1
Mayfield Publishing Co.	37	18	20	7
McClain Printing Co.	6	3		
McDougal, Littell & Co.	68	23		
McFarland & Co., Inc., Pubs.	106	97	1	1
McGraw-Hill, Inc.	299	373	89	167
McKay, David Co., Inc.	155	191	9	8
Meckler Corp.	43	37		
Medical Economics Bks.	2	19	1	9
Mellen, Edwin Pr., The	209	217	1	
Mercer Univ. Pr.	12	14		1
Meredith Bks.	33	21		

PUBLISHER	NEW BOOKS		NEW EDITIONS	
	1991	1990	1991	1990
Metropolitan Museum of Art	10	11	1	2
Michie Co., The	24	11	9	12
Michigan State Univ. Pr.	9	5	1	1
Microsoft Pr.	25	47	10	3
Millbrook Pr., Inc.	84			
Minerals, Metals & Materials Society, The	24	17		
Minnesota Historical Society Pr.	12	7		
MIS: Press	22	12	5	
MIT Pr.	203	206	3	10
Modern Language Assn. of America	12	18		1
Modern Publishing	22	68		
Monthly Review Pr.	4	6		1
Moody Pr.	68	28		
Moonbeam Pubns., Inc.	52	49		
Morehouse Publishing Co.	27	40		3
Morgan Kaufmann Pubs., Inc.	17	29		
Morrow Junior Bks.	52	49	4	1
Morrow, William & Co., Inc.	289	265	8	7
Mosby-Year Bk., Inc.	364	393	46	102
Motorbooks International, Pubs. & Wholesalers, Inc.	161	209	5	1
Mountaineers Bks., The	23	23	2	3
Mouton de Gruyter	20	60		
MRTS	20	5		1
Muir, John Pubns.	26	20	8	7
Multnomah Pr.	39	44		2
Municipal Analysis Services, Inc.	38	76		38
Mysterious Pr.	25	36		
Naiad Pr., Inc.	26	24		
NAL/Dutton	594	503	23	11
National Academy Pr.	118	74	1	
National Assn. of Corrosion Engineers	5	5		
National Bk. Co.	8	6		
National Catholic Educational Assn.	23	15		
National Committee for Clinical Laboratory Standards	19	7	9	2
National Conference of State Legislatures	31	53		3
National Council of Teachers of Mathematics	19	13		
National Council on Radiation Protection & Measurements	8	3		
National Ctr. for State Courts	13	40		
National Education Assn.	15	6	1	1
National Fire Protection Assn.	23	87	2	5
National Geographic Society	10	11		1
National League for Nursing	33	18	4	2
National Learning Corp.	4,322	2	3	
National Textbook Co.	202	115	21	9
Naval Institute Pr.	51	48	12	11
Navpress, A Ministry of The Navigators	43	32		
Neal-Schuman Pubs., Inc.	29	17	1	2
Nelson-Hall, Inc.	7	16		9
Nelson, Thomas Pubs.	61	56	6	26
New Amsterdam Bks.	18	34	1	
New College & Univ. Pr., The	7	14		
New Directions Publishing Corp.	28	19	1	1
New Leaf Pr.	18	14		2
New Rivers Pr.	9	8		
New York Botanical Garden	3	18	1	1
New York Univ. Pr.	27	76	1	
Newcastle Publishing Co., Inc.	9	7		1

PUBLISHER	NEW BOOKS		NEW EDITIONS	
	1991	1990	1991	1990
Nichols Publishing Co.	7	13		5
North Atlantic Bks.	17	17	5	3
North Carolina Div. of Archives & History	6	6		4
North Light Bks.	41	30	1	
North Point Pr.	17	16		
North-South Bks.	18	16		
Northeastern Univ. Pr.	23	16	1	2
Northern Illinois Univ. Pr.	9	6		
Northwestern Univ. Pr.	35	31		1
Norton, W. W. & Co., Inc.	269	271	33	32
Nova Science Pubs., Inc.	51	14		
Noyes Data Corp./Noyes Pubns./Noyes Pr.	16	37	2	3
Oasis Pr., The	18		31	20
Oceana Pubns., Inc.	10	12	3	3
Oddo Publishing, Inc.	1	2		
Ohio State Univ. Pr.	24	23		
Ohio Univ. Pr.	47	26	1	1
Oleander Pr., The	4	2		
OMF Bks.	6	8		1
Omnigraphics, Inc.	35	83	11	8
Open Court Publishing Co.	25	4		
Optical Society of America	28	16		
Orbis Bks.	39	30	7	
Orchard Bks.	62	58		
Oregon Historical Society Pr.	3	13	1	4
Organization for Economic Cooperation & Development	115	91		1
Orient Bk. Distributors	9	8		
Oriental Bk. Store, The	1	5		
Oryx Pr.	40	39	10	7
Osborne/McGraw-Hill	43	66	9	2
Our Sunday Visitor, Publishing Div.	14	25	3	1
Outlet Bk. Co.	573	435	1	8
Overlook Pr.	25	38	1	
Oxford Univ. Pr., Inc.	1,469	1,240	102	102
Ozer, Jerome S. Pub., Inc.	2	2		
Pacific Pr. Publishing Assn.	23	13		
Paladin Pr.	35	40		
Pantheon Bks.	64	54	1	3
Paragon Hse. Pubs.	77	97	3	
Parkwest Pubns., Inc.	20	10		
Parthenon Publishing Group, Inc., The	22	26		
Pathfinder Pr.	50	6	14	2
Paul & Co. Pubs. Consortium, Inc.	147	26	3	4
Paulist Pr.	75	58		2
Peabody Museum of Archaeology & Ethnology, Harvard Univ., Pubns. Dept.	4	4		
Peachtree Pubs., Ltd.	17	17		
Pelican Publishing Co., Inc.	39	32	6	5
Pendle Hill Pubns.	7	8		
Pendragon Pr.	13	10		1
Pennsylvania State Univ. Pr.	60	36	2	2
PennWell Bks.	6	21	1	6
Pergamon Pr., Inc.	266	280	24	31
Petroleum Extension Service (PETEX)	1	1	3	1
Pfeiffer & Co.	10	8	2	3
Pharos Bks.	40	38		1
Phi Delta Kappa Educational Foundation	18	16		
Philosophical Research Society, Inc.	3	1		

PUBLISHER	NEW BOOKS 1991	NEW BOOKS 1990	NEW EDITIONS 1991	NEW EDITIONS 1990
Picton Pr.	12	15		2
Picture Bk. Studio, Ltd.	22	19	1	4
Pierian Pr.	3	11		
Pilgrim Pr., The United Church Pr.	22	30	3	1
Players Pr., Inc.	27	25		1
Plenum Publishing Corp.	311	340	7	11
Pocket Bks.	561	425	3	3
Policy Studies Organization	1	5		
Porcupine Pr., Inc.	2		1	
Practising Law Institute	109	59	5	5
Prentice Hall	1,029	1,064	390	332
Prentice Hall General Reference & Travel	154	100	74	37
Presbyterian & Reformed Publishing Co.	20	6	1	
Presidio Pr.	40	33		
Price Stern Sloan, Inc.	82	102	7	7
Prima Publishing	51	40	4	2
Princeton Architectural Pr.	24	14	1	
Princeton Univ. Pr.	225	268	4	1
PRO-ED	28	14	8	5
Probus Publishing Co., Inc.	74	49	6	5
Prometheus Bks.	78	53	3	3
Prosperity & Profits Unlimited, Distribution Services	26	6	17	
Puffin Bks.	156	139		
Putnam Publishing Group, The	309	264	10	5
PWS-KENT Publishing Co.	29	25	32	34
QED Information Sciences, Inc.	24	17	6	2
Quality Pubns.	6	15		
Quality Resources	12	28		
Que	79	25	11	16
Quintessence Publishing Co., Inc.	13	16		
R & E Pubs.	34	2	2	1
Raintree Steck-Vaughn Pubs.	66	259		5
Rand McNally & Co.	73	48	2	6
Random Hse. Bks. for Young Readers	148	95	11	7
Random Hse., Inc.	416	402	15	15
Rational Island Pubs.	4	1		1
Raven Pr., Ltd.	116	95	11	9
Reader's Digest Assn., Inc.	22	11		1
Regal Bks.	36	22	3	
Regnery Gateway, Inc.	10	25		
Reprint Services Corp.	766	499	8	1
Research & Education Assn.	23		161	3
Resource Pubns., Inc.	7	16	2	1
Resources for the Future, Inc.	2	6		
Revell, Fleming H. Co.	86	62	3	2
Review & Herald Publishing Assn.	7	8		
Revisionist Pr.	82	32		
Rienner, Lynne Pubs., Inc.	42	41	2	1
Riverrun Pr., Inc.	15	10	1	
Rizzoli International Pubns., Inc.	138	142	1	
Rockport Pubs.	27	28		2
Rod & Staff Pubs., Inc.	4	7		
Rodale Pr., Inc.	37	35		
Ronald, George Pub., Ltd.	9	9		
Rosen Publishing Group, Inc., The	40	34	7	16
Roth Publishing, Inc.	7	7	3	
Rothman, Fred B. & Co.	34	18	4	3
Routledge	551	528	21	10
Routledge, Chapman & Hall, Inc.	134	94	22	8
Rowman & Littlefield, Pubs., Inc.	45	46	2	1
Running Pr. Bk. Pubs.	58	46	5	6
Russell Sage Foundation	12	12		
Rutgers Univ. Pr.	77	76	2	2
Rutledge Hill Pr.	25	25	8	3
Sage Pubns., Inc.	165	190	12	9
Saifer, Albert Pub.	9	5	1	
Saint Paul Bks. & Media	8	8		
Salem Pr., Inc.	15	7	1	
Sams	78	18	14	6
Saunders College Publishing	36	48	41	26
Saunders, W. B. Co.	48	93	28	58
Saur, K. G.	97	143	10	20
Scarecrow Pr., Inc.	87	92	11	12
Schenkman Bks., Inc.	1			2
Schiffer Publishing, Ltd.	83	56	5	
Schirmer Bks.	11	24	3	1
Schocken Bks., Inc.	5	23		
Schoenhof's Foreign Bks., Inc.	1			
Scholarly Pr., Inc.	22	3		
Scholarly Pubns.	11			
Scholarly Resources, Inc.	17	15	5	
Scholars Pr.	82	57	1	1
Scholars' Facsimiles & Reprints	9	7		
Scholastic, Inc.	398	320	1	
Scholium International, Inc.	25	30	2	5
School Zone Publishing Co.	6	16		
Scott, Foresman & Co.	49	113	2	64
Scripture Pr. Pubs., Inc.	74	67		
Servant Pubns.	27	27		1
Seven Hill Book Distributors c	167	75	19	
Severn House Publishers Ltd.	101			
Shambhala Pubns., Inc.	40	38	3	
Shapolsky Pubs., Inc.	55	66		2
Sharpe, M. E. Inc.	67	48	2	5
Shaw, Harold Pubs.	28	25	3	3
Sheed & Ward	34	23	1	
Sheridan Hse., Inc.	22	19	2	8
Shoe String Pr., Inc.	56	35		1
Sierra Club Bks.	27	31	1	
Silhouette	231			
Silver Burdett Pr.	36	70		1
Simon & Schuster Trade	686	515	20	17
Slack, Inc.	4	26	5	2
Slavica Pubs., Inc.	9	8	2	1
Slawson Communications, Inc.	45	11		1
Small Pr. Distribution, Inc.	2	1		
Smith, Gibbs Pub.	29	20		1
Smith, Patterson Publishing Corp.	2			
Smith, Peter Pub., Inc.	45			
Smithmark Pubs., Inc.	115	100		
Smithsonian Institution Pr.	75	53	4	1
Social Issues Resources Series, Inc.	14	20		
Society for Industrial & Applied Mathematics	17	18		
Society of Automotive Engineers, Inc.	42	16		
Society of Manufacturing Engineers	3	9	1	1
Sotheby Pubns.	8	15		
South Asia Bks.	383	626	3	6
South End Pr.	16	10		
South-Western Publishing Co.	25	20	24	13
Southern Historical Pr., Inc.	8	13		

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	1991	1990	1991	1990
Southern Illinois Univ. Pr.	72	52	10	8
SPIE-International Society for Optical Engineering	184	233		
Sporting News Publishing Co.	13	19		1
Springer Publishing Co., Inc.	37	47	8	2
Springer-Verlag New York, Inc.	1,150	1,053	73	62
Springhouse Publishing Co.	50	11	10	1
St. James Pr.	21	26	8	5
St. Martin's Pr., Inc.	1,315	1,096	79	62
St. Vladimir's Seminary Pr.	7	13		
Stackpole Bks.	47	61	5	5
Standard Publishing Co.	47	52	7	
Stanford Univ. Pr.	74	62	2	2
Starmont Hse., Inc.	17	13		
State Mutual Bk. & Periodical Service, Ltd.	414	1,689	56	79
State Univ. of New York Pr.	190	157	2	1
Station Hill Pr.	11	8		1
Stemmer Hse. Pubs., Inc.	4	2	1	
Sterling Publishing Co., Inc.	360	290	18	4
Stevens, Gareth Inc.	112	58		
Stewart, Tabori & Chang, Inc.	33	26	1	
Stipes Publishing Co.	13	10		1
Storey Communications, Inc.	26	32	9	3
Summer Institute of Linguistics, Academic Pubns.	11	8	1	
Summit Bks.	58	14	1	
Summy-Birchard, Inc.	17	2		
Sun & Moon Pr.	21	23		
Sun Publishing Co.	15			
Sunflower Univ. Pr.	9	6	1	
Sunset Publishing Corp.	16	9	1	
Sunstone Pr.	8	10	3	
Susquehanna Univ. Pr.	7	10		
Sutton, Alan Publishing, Inc.	106	36	3	3
Sybex, Inc.	84	40	24	9
Syracuse Univ. Pr.	36	31	2	1
TAB Bks.	187	170	49	35
TAN Bks. & Pubs., Inc.	18	16	1	3
Tarcher, Jeremy P. Inc.	40	39	1	5
Taunton Pr., Inc.	20	16		8
Taylor & Francis, Inc.	351	349	6	12
Taylor Publishing Co.	36	41	1	
Teacher Created Materials, Inc.	17	32		
Technomic Publishing Co.	48	47		2
Temple Univ. Pr.	103	93		1
Templegate Pubs.	4	12		
Ten Speed Pr.	35	23	11	8
TeNeues Publishing Co.	27	35	1	1
Texas A & M Univ. Pr.	30	25		
Texas Tech Univ. Pr.	12	17		
TFH Pubns., Inc.	65	59	3	
Thames & Hudson	59	61	4	
Theosophical Publishing Hse.	11	10		3
Thieme Medical Pubs., Inc.	22	24	5	5
Thomas, Charles C. Pub.	39	82	2	4
Thorndike Pr.	6		136	278
Thorsons	84	80	2	2
Three Continents Press	23	14	3	4
Ticknor & Fields	22	29		
Timber Pr.	29	32	2	4
Time-Life, Inc.	73	80	9	17
Tor Bks.	233	195		
Trafalgar Square	565	429	7	2
Trans-Atlantic Pubns., Inc.	30	23	12	9
Transaction Pubs.	112	125	4	12
Transportation Research Board	2	67		
Trillium Pr.	1	23		
Trinity Pr. International	41	47	3	3
Troll Assocs.	143	172		
TSR, Inc.	77	69		6
Turner Publishing Co.	33	30		1
Tuttle, Charles E. Co., Inc.	68	18	13	1
Twenty-Third Publications	24	34	4	1
Tyndale Hse. Pubs.	80	72	6	10
U. S. Catholic Conference	9	21		
U. S. Government Printing Office	6	286	1	31
UAHC Pr.	9	6		
Ultramarine Publishing Co., Inc.	25			
Ulverscroft Large Print Bks., Ltd.	11		311	240
Underwriters Laboratories, Inc.	25	19	48	46
UNIPUB	467	447	12	9
United Nations	162	185	3	8
Unity Schl. of Christianity	1	3		
Univ. of Alabama Pr.	44	32		1
Univ. of Arizona Pr.	49	65	1	4
Univ. of Arkansas Pr.	31	34		1
Univ. of California Pr.	259	217	7	1
Univ. of Chicago Pr.	217	261	59	2
Univ. of Delaware Pr.	28	26		
Univ. of Georgia Pr.	73	80	2	4
Univ. of Hawaii Pr., The	54	67	2	2
Univ. of Illinois Pr.	109	95	3	6
Univ. of Iowa Pr.	33	31	2	1
Univ. of Kansas, Museum of Natural History	2	2		
Univ. of Massachusetts Pr.	26	34		1
Univ. of Michigan Pr.	70	79	1	4
Univ. of Minnesota Pr.	32	58		2
Univ. of Missouri Pr.	43	35		1
Univ. of Nebraska Pr.	107	89	2	2
Univ. of Nevada Pr.	14	15		1
Univ. of New Mexico Pr.	52	46	5	1
Univ. of North Carolina Pr.	85	70	5	
Univ. of Notre Dame Pr.	45	54		1
Univ. of Oklahoma Pr.	67	67	6	2
Univ. of Pennsylvania Pr.	63	60	1	3
Univ. of Pennsylvania, Univ. Museum	4	8		
Univ. of Pittsburgh Pr.	54	47	1	
Univ. of Puerto Rico Pr.	16	21		3
Univ. of South Carolina Pr.	53	41	2	3
Univ. of South Dakota, Governmental Research Bureau	1	1		
Univ. of Tennessee Pr.	36	26		1
Univ. of Texas at Austin, Bureau of Economic Geology	1	7		
Univ. of Texas Pr.	80	63	4	3
Univ. of Texas, Harry Ransom Humanities Research Ctr.	2	2		
Univ. of Toronto Pr.	129	152	4	2
Univ. of Utah Pr.	16	24		2
Univ. of Washington Pr.	117	89	6	
Univ. of Wisconsin Pr.	61	42		1
Univelt, Inc.	9	8		
Universe Publishing, Inc.	15	32		

PUBLISHER	NEW BOOKS		NEW EDITIONS	
	1991	1990	1991	1990
University Microfilms, Inc.	14	15		
University Pr. of America	249	226	12	11
University Pr. of Kansas	27	24	4	1
University Pr. of Kentucky	34	43		1
University Pr. of Mississippi	37	28	2	
University Pr. of New England	35	47	1	2
University Pr. of Virginia	37	48	1	1
University Presses of Florida	47	45	3	2
Unwin Hyman	15	135	1	4
Upper Room, The	15	12		
Urban Institute Pr.	19	20	1	
Van Nostrand Reinhold	294	180	44	24
Vance Bibliographies	113	305	1	15
Vantage Pr., Inc.	551	431		
VCH Pubs., Inc.	123	77	5	6
Vedanta Pr.	5	2		1
Victor Bks.	29	4		
Viking Children's Bks.	129	94		
Viking Penguin	628	676	20	19
Wadsworth Publishing Co.	50	65	61	46
Walker & Co.	101	101	15	19
Walt Disney Book Publishing Group, Inc.	57			
Warne, Frederick & Co., Inc.	27	20	1	
Warner Bks., Inc.	256	294	16	11
Warren, Gorham & Lamont, Inc.	13	13	7	6
Watson Publishing International	5	7		
Watson-Guptill Pubns., Inc.	149	99	3	3
Watts, Franklin Inc.	396	477	9	1
Waveland Pr., Inc.	40	39	34	21
Wayne State Univ. Pr.	56	48		3
Weatherhill, Inc.	14	3		
Wehman Brothers, Inc.	4	1	1	
Weiser, Samuel Inc.	13	14	2	
West Publishing Co., College & Schl. Div.	135	84	122	91
Western Publishing Co., Inc.	213	113	1	2
Westminster/John Knox Pr.	57	51	2	4
Westview Pr.	330	214	11	9
Whitman, Albert & Co.	22	30		2
Whitston Publishing Co., Inc.	10	15	2	
Wiley, John & Sons, Inc.	651	726	168	154
Williams & Wilkins	53	89	29	39
Willowisp Pr., Inc.	4	33		
Wilshire Bk. Co.	2			
Wilson, H. W.	7	3	3	2
Windsor Publishing Corp.	90	147		
Windsor Pubns., Inc.	33	40		
Winston-Derek Pubs., Inc.	81	112		
Wisdom Pubns.	2	10		1
Wofsy, Alan Fine Arts	13	11	6	2
Wolgemuth & Hyatt, Pubs., Inc.	41	53		
Wonder Kids Pubns.	44			
Word Aflame Pr.	13	15		
Word, Inc.	104	87		
Wordware Publishing, Inc.	45	20	2	2
Workman Publishing Co., Inc.	37	17	1	
World Bank, The, Pubns. Dept.	92	155	3	1
World Scientific Publishing Co., Inc.	308	233	2	5
Write;'s Digest Bks.	37	27	2	1
Writers & Readers Publishing, Inc.	20	5	1	
Yale Univ. Pr.	179	184	2	4
Ye Galleon Pr.	6	5	1	
Zebra Bks.	317	317		
Zondervan Publishing Corp.	144	119	2	5

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April 20	Mystery and Suspense Far East Supplement	April 2
April 27	PRE-ABA CONVENTION GUIDE	April 7

Contact David Nudo, Director of Special Sales and Marketing at (212) 463-6552

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SALES OFFICES

249 West 17th Street
New York, N.Y. 10011
FAX (212)-463-6653
TELEX 127-703 RR BOWKER

ASSOCIATE PUBLISHER
Ann Hartman *(212) 463-6825*

CONTRACTS COORDINATOR
Paul Walker *(212) 463-6604*

NORTHEAST
Lynn Myers *(212) 463-6811*
Jane Belostock *(212) 463-6797*
Patricia Fiore *(212) 463-6809*
Marc Lewis *(212) 463-6784*
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MIDWEST
Matthew Hurley *(708) 390-2917*
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
Des Plaines, Ill. 60017-5080
FAX *(708) 635-0929*

WEST
Jim Levitt *(818) 764-5101*
Lorna Campbell
7111 Radford
North Hollywood, Calif. 91605
FAX *(818) 982-6387*

SOUTH
Robin Mays *(404) 955-6500*
Cahners Publishing Company
6520 Powers Ferry Road, Suite 395
Atlanta, Ga. 30339
FAX *(404) 955-2585*

CANADA
Claude Choquette *(514) 348-3236*
The Rights Agency
C.P. 596 Station N
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FRANCE
Eliane Benisti *33-1-42-22-85-33*
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75007 Paris, France
TELEX *205735 F ECOLOIS*

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Agenzia *00392-865445*
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Publishers Weekly (ISSN 0000-0019) RPT SX 123 197 157 [illegible]

POSTMASTER: Send address changes to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43302. [illegible]

C1852-2

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THE BOOK BUSINESS '91
Output, Prices, Bestsellers

ABA's 'Crossroads': Booksellers Have Their Say

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A CAHNERS/R. R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* APRIL 6, 1992 $3.00

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CHRONICLE BOOKS SEES THINGS A BIT DIFFERENTLY

Fall 1992

Publishers Weekly

VOLUME 239 NUMBER 17
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

APRIL 6, 1992

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EDITORIAL INQUIRIES *(212) 463-6758*

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SPECIAL REPORT

THE BOOK BUSINESS

FACTS & FIGURES 1991

The Year's Bestsellers...
and the Ones That Weren't

Top-Selling Children's Books

Book Title Output

Average Book Prices

THE BOOK BUSINESS

Truth Is Weaker Than Fiction

Unit sales for nonfiction bestsellers are down while fiction sales hold their own high numbers

BY DAISY MARYLES

Looking at the bestsellers of 1991—books whose publishers claim sales of 100,000 copies or more during that calendar year—we see that certain trends from last year continue to prevail.

For the second year in a row, the following points can be stated emphatically:

- Fiction continues to outsell nonfiction, and in 1991 the gap between the two was even more pronounced. Consider the fact that the lead fiction title, *Scarlett*, sold over two million copies, while the leading nonfiction book, Katharine Hepburn's autobiography, *Me*, needed only about 800,000 copies to win the top spot. Four more novels claimed sales over the one million mark. In nonfiction, the same grouping ranged from 600,000+ down to more than 450,000. Was it only five years ago that the nonfiction leader, Bill Cosby's *Fatherhood*, outsold Stephen King's *It* by almost two to one—that's 2.4 million vs. 1.2 million? That same year, all 15 nonfiction bestsellers had sales over 300,000; fiction bottomed out at about 183,000.
- Once again, not a single first novel could be found among last year's titles with sales of 100,000+. Knopf's *Damage* by Josephine Hart, which was on *PW*'s weekly charts for 16 weeks, came closest, selling over 90,000 copies. But at least this year there were some new names on the top 15 list, with very impressive sales data.
- The number of titles that went over the 100,000 sales mark are fairly level with last year's tallies. In fiction, 57 novels achieved that ranking, three more than 1990's group of 54. In nonfiction, there were 62 books this year with six-figure unit sales, two more than last year's 60. The record was set in 1989 when 63 novels and 78 works of nonfiction sold over 100,000 copies.
- In general, popular nonfiction topsellers continue to be by writers who have achieved celebrity status in the fields of politics, entertainment, sports and business. How-to remains a strong nonfiction bestselling category, especially in the cooking and financial fields.

SCARLETT
The Sequel to
MARGARET MITCHELL'S
GONE WITH THE WIND
ALEXANDRA RIPLEY
Me
Stories of My Life
Katharine
Hepburn

Scarlett, *the lead fiction seller, outsold* Me, *the lead nonfiction book, by four to one.*

- In comparing sales figures for veterans of these annual lists, there were several cases in fiction and nonfiction where the author's sales rate seemed to be weakening. Garrison Keillor, Sidney Sheldon, Bill Cosby, Erma Bombeck, Jeff Smith and Robert Fulghum were among the authors with books in the top 15 that had not done as well as previous titles.

Gathering the Numbers

The books on *PW*'s annual bestseller lists, including the runners-up, are based on sales figures supplied by the publishers for new books published in 1990 and 1991. These figures, according to the publishers, reflect only 1991 U.S. trade sales—that is, sales to bookstores, wholesalers and libraries. Publishers, as always, were specifically instructed not to include book club, overseas and direct-mail sales transactions in their figures.

Clearly, the term "sales," as used on these lists, refers to books shipped and billed in calendar year 1991. While publishers were told to take into account returns made through February 1, 1992, in many cases the 1991 tallies include books still on bookstore and wholesaler shelves, books on the way back to the publishers' warehouse and/or books already on returns piles but not yet calculated. In the six weeks since we gathered these figures from the publishers, more returns were undoubtedly made.

Nevertheless, even at numbers closer to net, the books discussed here are more often than not the ones that spent weeks and sometimes months on *PW*'s weekly charts—tabulations that reflect actual sales to the customer. This year, we offer an innovation in this number-gathering exercise—a comparative look at how our list of top 1991 sellers, based on publisher sales figures, stacked up against last year's bestsellers at selected stores and wholesalers (see table on page 8).

These charts offer some interesting insights. In fiction, for the most part the top 10 books on *PW*'s annual list performed very well in all the sales outlets shown. Two novels of our top 15, *Sleeping Beauty* and *WLT*, didn't make the list at any of the stores on the chart; these were also the only two books in the first 15 that did not reach double-digit tenures on *PW*'s weekly lists (*Sleeping* was on for six weeks, *WLT* for three.)

In nonfiction, the performance of *PW*'s top 15 was more erratic, with many more titles having little sales impact at the outlets polled. *Parliament of Whores*, #19 on *PW*'s list, performed better at the places polled than more than half the books in the top 10 group, going as high as #3 on Crown's list. We could not fit the bestsellers of two independents on the list, Northshire in Vermont and Odegard in St. Paul, Minn. Northshire's fiction list boasted two first novels, *Damage* and Whitney Otto's *How to Make an American Quilt*, and had *Harlot's Ghost* in the #5 spot. At Odegard's *WLT* came in second and *Crown of Columbus*, third; in both cases the retailer attributed the strong sales to author visits to the store. Odegard's nonfiction list had almost as many books on regional subjects or by regional writers among its top 15 as they had national bestsellers.

Of the year's 57 fiction bestsellers, several never appeared on *PW*'s weekly hardcover lists, including: *Reunion: Star Trek*, *Curtain*, *For All Their Lives*, *Dragon Reborn*, *Daughter of Deceit* and *Love and Desire and Hate*.

Of 1991's top-selling nonfiction titles, 10 made no appearance on a weekly *PW* hardcover chart. They are: *Wisdom of the 90's*, *Dave Barry's Only Travel Guide You'll Ever Need*, *Zapp*, *Martha Stewart's Gardening*, *Still Talking*, *Principle-Centered Leadership*, *If You Really Loved Me*, *The Money Culture* and *Christmas Cats*. Of course, being a weekly bestseller requires volume and velocity. Some of the titles that didn't make the list but had good numbers would seem to be slower-selling yet blessed with long shelf lives.

The Fiction Leaders

Few would argue that *Scarlett* was certainly the hit of the hardcover season. How could the book have missed, since it was the sequel to the all-time bestselling novel, *Gone with the Wind*? But Alexandra Ripley set some pretty impressive sales records of her own: her book may be the fastest-selling hardcover fiction ever, based on its sales of 2,148,225 between September 25 and the year's end. Back in 1936, *Gone with the Wind* led *PW*'s annual list with sales of about one million copies made from June to December. That book cost the consumers $3—no small sum in those days. *Scarlett* cost $24.95—ditto today. It is unlikely that Ripley will match another of *GWTW*'s stellar achievements—Margaret Mitchell's tome was the #1 fiction hardcover bestseller again in 1937.

John Grisham is also making his first appearance on these year-end list, albeit for his second fictional attempt (his first, *A Time to Kill*, is currently a trade paperback bestseller). Nevertheless, his initial bestseller run would be envied even by long-term chart veterans. First, he was on the weekly charts in 1991 for 41 weeks, almost twice as long as the second-longest-running novelist (Mary Higgins Clark with 22 weeks for *Loves Music, Loves to Dance*). Second, the book didn't drop off the hardcover list until the paperback edition was in full distribution. Grisham has pretty much secured a spot on next year's chart with his third book, *The Pelican Brief*; so far it has had a five-week run at the top of the weekly chart.

The third newcomer to the list is Timothy Zahn at #14 with *Star Wars: Heir to the Empire*, the first of a three-book cycle. Certainly, the movie *Star Wars* and its two sequels, *The Empire Strikes Back* and *Return of the Jedi* were among the great cinema successes of recent times. There were enough fans to give this science fiction epic a place on the annual bestseller chart.

The last newcomer(s), Judith Michael (AKA Judith Barnard and Michael Fain, a husband and wife writing team) makes it to a top 15 list with her (their) sixth novel, *Sleeping Beauty*. Last year, *A Ruling Passion* was #20.

The other 11 books that make up the top 15 list are all by authors that have been on these lists, many repeatedly. Five of the authors—King, Steel, Sheldon, Bradford and Koontz—were also on the 1990 year-end charts. Glancing back, one notices a particular Danielle Steel publishing and selling pattern beginning in 1982—one bestseller on the year-end charts in even years, two in odd years (except for 1983). Ten years ago, she made her first appearance, *Crossings*, at #13 with sales of 198,833. By 1985, her books were moving closer to the 500,000-copy range (*Secrets*) and in 1987 *Kaleidoscope* was her first hardcover to go over the one million mark (it was #3 that year). Despite the fact that Steel's other books have continued to sell in the seven-figure range (including her two 1991 titles, *No Greater Love*, #4, and *Heartbeat*, #5), she has yet to place at the head of a year-end list and consistently trails such male stalwarts as King, Clancy and Ludlum.

Lucky for Tom Clancy that his book, *The Sum of All Fears*, was pub-

KOONTZ
COLD FIRE
DANIELLE STEEL
NO GREATER LOVE
KEN FOLLETT
NIGHT OVER WATER
NEEDFUL THINGS
SIDNEY SHELDON
DANIELLE STEEL HEARTBEAT
DAVID EDDINGS
THE SEERESS OF KELL
THE KITCHEN GOD'S WIFE
WLT
JUDITH MICHAEL
SLEEPING BEAUTY
FLOWERS IN THE RAIN
THE FIRM
JOHN GRISHAM
MARY HIGGINS CLARK
LOVES MUSIC, LOVES TO DANCE
A NOVEL
SAINT MAYBE
ANNE TYLER
JEFFREY ARCHER
AS THE CROW FLIES

lished before *Scarlett*. That gave him a run of eight weeks in the lead position on the weekly charts. Stephen King, who almost always enjoys some time at the apex of the weekly charts with a new book, could not crack the top spot during *Scarlett*'s reign. Nevertheless, final sales figures for both authors are considerable and, for Clancy, the tally sets a new record. Clancy wins the #2 spot for his sixth book with sales over 1.7 million. In 1989, *Clear and Present Danger*, led the list with sales of 1,625,544. According to his publisher, his first five novels total more than 28 million copies in print. Taking the #3 spot with sales of 1,508,732 is King's *Needful Things*. King's 1989 bestseller, *The Dark Half*—#2 that year—had higher sales with the year-end total reaching 1,562,657.

PW's 1991 Bestsellers
FICTION

1 **Scarlett: The Sequel to Margaret Mitchell's Gone with the Wind** by Alexandra Ripley. Warner Books (9/25/91); 2,148,225

2 **The Sum of All Fears** by Tom Clancy. Putnam (11/7/91); 1,783,399

3 **Needful Things** by Stephen King. Viking Penguin (10/15/91); 1,508,732

4 **No Greater Love** by Danielle Steel. Delacorte (11/22/91); 1,406,643

5 **Heartbeat** by Danielle Steel. Delacorte (3/11/91); 1,074,340

*6 **The Doomsday Conspiracy** by Sidney Sheldon. Morrow (9/91)

7 **The Firm** by John Grisham. Doubleday (4/91); 544,079

*8 **Night Over Water** by Ken Follett. Morrow (9/91)

9 **Remember** by Barbara Taylor Bradford. Random House (11/5/91); 445,564

*10 **Loves Music, Loves to Dance** by Mary Higgins Clark. Simon & Schuster (5/6/91)

11 **Cold Fire** by Dean R. Koontz. Putnam (1/16/91); 410,334

12 **The Kitchen God's Wife** by Amy Tan. Putnam (6/17/91); 385,373

*13 **Sleeping Beauty** by Judith Michael. Poseidon Books (10/29/91)

*14 **Star Wars: Heir to the Empire** by Timothy Zahn. Bantam (11/91)

15 **WLT: A Radio Romance** by Garrison Keillor. Viking Penguin (11/12/91); 292,366

Note: Rankings are determined by sales figures provided by publishers; the numbers generally reflect reports of copies "shipped and billed" in calendar year 1991 and take into account some early returns through the end of January 1992. Publishers do not yet know what their total returns will be so none of these figures should be regarded as final net sales.

*Sales figures were submitted to *PW* in confidence, for use only in placing the title in its correct position on the list.

Sidney Sheldon's 11th novel, *The Doomsday Conspiracy*, took the #6 position this year with sales below his last two novels, *Memories of Midnight*, #4 in 1990, and *The Sands of Time*, #2 in 1988; both shipped and billed more than one million. This popular author's print figures for his 10 first books is close to 200 million worldwide, and all of his books have been filmed as a major motion pictures or TV mini-series.

Barbara Taylor Bradford is another veteran bestselling writer with impressive numbers attached to her oeuvre. *Remember* is her seventh book and seems to have set a new personal sales record, 445,564 books sold, enough for the #9 spot and ahead of her previous strongest seller, *To Be the Best*, #8 in 1988 with sales of 358,913. Last year, *The Women in His Life* was #13 with sales of 332,133. Five of her books have been made into mini-series and her novels have been published in 82 countries and 24 languages, with more than 35 million copies in print.

Ken Follett is another regular on these lists whose sales continue to improve. Two years ago, *The Pillars of Earth* made it to #8 with sales of more than 400,000. He again takes the same slot, but with an even higher sales total.

Dean R. Koontz has also seen his sales move upward. *Cold Fire* captures the #11 spot with sales of more than 410,000. On the 1990 year-end list, Koontz enjoyed the 12th spot with sales of 387,578 for *The Bad Place*. And the author's newest book, *Hideaway*, published in January 1992, has the distinction of being the title that managed to finally knock *Scarlett* of its top perch after its 15-week run in that spot.

Mary Higgins Clark takes the 10th spot with sales of more than 400,000 for her ninth book with Simon & Schuster. Her success should be an inspiration for many wannabe writers. Consider that it took her six years and 40 rejection slips before she sold her first short story in 1956 (for $100). In 1988, she signed an eight-figure contract with her publisher for four novels and a short story collection. She hit the weekly bestseller charts in 1975 with her first book, *Where Are the Children?*, and made these end-of-the-year lists for the first time back in 1987 with *Weep No More, My Lady* (#15 with sales of 234,000).

Amy Tan's second novel angst proved to be unfounded. Her sales of 385,373 and an 18-week run on the charts (seven weeks in the lead position) for *The Kitchen God's Wife* was strong enough to pull well ahead of her very successful first novel, *The Joy Luck Club*. That book was #18 on the 1989 year-end bestseller list with sales of 249,328.

Rounding off our top 15 is Garrison Keillor's *WLT*, #15 with sales of 292,366. It was not quite the success he enjoyed with *Lake Wobegon Days*, #3 in 1985 with sales of over 1.1 million, or the subsequent collection of Lake Wobegon stories, *Leaving Home*, which was #5 in 1987 with sales of about 788,000.

The Fiction Runners-up

Familiar names abound in the second tier of bestselling fiction. Many of the books in this group had one- to three-month runs on our weekly charts with Jeffrey Archer's novel on the list for 19 weeks. Science fiction, mystery & suspense and modern romances seem to dominate the group.

16. *The Deceiver* by Frederick Forsyth. Bantam
17. *Flowers in the Rain: & Other Stories* by Rosamunde Pilcher (St. Martin's, 265,715)
18. *The Seeress of Kell* by David Eddings (Del Rey, 265,000)
19. *Forgiving* by LaVyrle Spencer (Putnam, 254,216)
20. *Comeback* by Dick Francis (Putnam, 251,106)
21. *As the Crow Flies* by Jeffrey Archer (HarperCollins, 250,014)
22. *The Seventh Commandment* by Lawrence Sanders (Morrow, 227,510)
23. *Blindsight* by Robin Cook (Putnam, 224,070)
24. *Battleground* by W.E.B. Griffin (Putnam, 214,056)
25. *Vortex* by Larry Bond (Warner Books, 212,117)
26. *Saint Maybe* by Anne Tyler (Knopf, 200,000)
27. *The Druid Of Shannara* by Terry Brooks (Del Rey, 220,000)
28. *Paradise* by Judith McNaught (Pocket Books)
29. *The Duchess* by Jude Deveraux (Pocket Books)
30. *All the Weyrs of Pern* by Anne McCaffrey (Del Rey);

Fiction's 100,000+ Group

There were nine titles with reported sales of more than 150,000 in 1991 that did not make a top 30 list, three more than the seven that achieved this status in 1990. The 1991 titles include *Reunion: Star Trek: The Next Generation* by Michael Jan Friedman (Pocket Books); *The Rustlers of Westfork* by Louis L'Amour (Bantam); *Bright Captivity* by Eugenia Price (Doubleday); *The Grass Crown* by Colleen McCullough (Morrow); *The Novel* by James A. Michener (Random House); *Lila: An Inquiry into Morals* by Robert M. Pirsig (Bantam); *Beast* by Peter Benchley (Random House); *Darkness* by John Saul (Bantam); *Skymasters* by Dale Brown (Donald I. Fine/Putnam); and *The Eagle Has Flown* by Jack Higgins (Simon & Schuster).

Nine 1991 novels reported sales ranging from 149,000 to 125,000, one less than last year's figure of 10 titles in this range. The 1991 group are: *Russka* by Edward Rutherfurd (Crown); *"H" Is for Homicide* by Sue Grafton (Henry Holt); *The Secret Pilgrim* by John le Carré (Knopf); *Harlot's Ghost* by Norman Mailer (Random House); *Aspen Gold* by Janet Dailey (Little, Brown); *Curtain* by Michael Korda (Simon & Schuster); *Griffin & Sabine* by Nick Bantock (Chronicle Books); *Pastime* by Robert B. Parker (Putnam) and *For All Their Lives* by Fern Michaels (Ballantine).

Another 9 works of fiction racked up sales of 100,000 or more; there were seven in 1990. Three of these titles have yet to see a slot on one of *PW*'s weekly charts, specifically the novels by Robert Jordan, Victoria Holt and Joan Collins. At the same time, the two HarperCollins titles in this category—*Magic Hour* and *Outer Banks*—had bestseller tenures of more than 10 weeks.

Here's the 1991 line-up: *Angel Eyes* by Eric Lustbader (Fawcett); *Imajica* by Clive Barker (HarperCollins); *The Dragon Reborn* by Robert Jordan (St. Martin's/Tor); *The Piranhas* by Harold Robbins (Simon & Schuster); *Magic Hour* by Susan Isaacs (HarperCollins); *Outer Banks* by Anne Rivers Siddons (HarperCollins); *Maximum Bob* by Elmore Leonard (Delacorte); *Daughter of Deceit* by Victoria Holt (Doubleday) and *Love and Desire and Hate* by Joan Collins (Simon & Schuster).

Nonfiction Leaders

Katharine Hepburn's long-awaited autobiography had all the trappings of major success from the onset—a 500,000-copy first printing and nearly simultaneous publication in 12 countries. *Me* was on the weekly charts 24 times, 11 of them in the top slot.

An equally famous lady, but perhaps not as popular, was the subject of controversial biographer Kitty Kelley. *Nancy Reagan* was the #2 nonfiction bestseller and also had the distinction of being perhaps the fastest-selling nonfiction book in history. The publisher claimed to have shipped its entire printing of 600,000 within two days after its release on April 8. The controversy that raged over Kelley's exceedingly unflattering portrait of the former First Lady had the public rushing to buy the book; Waldenbooks reported about 40,000 copies sold in the first week. Ronald Reagan's memoirs (from the same publisher), *An American Life*, was #9 on the 1990 year-end list and did not do nearly as well in terms of copies sold; its gross sales were around the 375,000 mark. Nancy's own memoirs for Random House in 1989 did slightly better; it was #10 that year with sales of about 507,000.

Two of the top 15 nonfiction bestsellers were published under a cloak of secrecy—Oliver North's *Under Fire* and Bob Woodward's *The Commanders*. In both cases, the lack of early word-of-mouth hoopla seemed not to matter. Increasingly, controversial books, particularly those dealing with Washington political hot potatoes, are kept under wraps prior to publication, sometimes because of lucrative first serial rights. In the case of North's inside story of the Iran-Contra affair, the secrecy was paramount because the case was still in court and the publisher and author did not want any of the book's contents subpoenaed. Another interesting aside on this title was the HarperCollins distribution plan for the book, also handled with maximum discretion.

Woodward's book revealed to the American public some of the thinking that went on in the inner circles of the Bush administration about the events leading to the 1989 Panama invasion and the Gulf war. The author is no stranger to these annual lists; his previous title, *Veil: The Secret World of the CIA*, was the #4 bestselling fiction in 1987 with sales of about 592,000.

Another controversial bestseller, also from Simon & Schuster, was *Den of Thieves* by James B. Stewart, a Pulitzer Prize–winning *Wall Street Journal* editor. It told the story of the four men—Ivan Boesky, Michael Milken, Dennis Levine and Martin Siegel—who defined the greed and glory days of Wall Street during the '80s. The book is still on the weekly lists—so far its 24 weeks—and the publisher claims that Alan Dershowitz's "smear campaign" on behalf of Milken generated a burst of renewed publicity for the book and helped sell more copies.

BILL COSBY
CHILDHOOD
Nancy Reagan
Kitty Kelley
ROBERT FULGHUM
UH-OH
cruel doubt
Joe McGinniss
WEALTH WITHOUT RISK
DEN OF THIEVES
THE JORDAN RULES
SAM SMITH
DO IT!
UNDER FIRE
OLIVER NORTH
ROBERT BLY
IRON JOHN
THE BEST TREATMENT
RALPH EMERY
Erma Bombeck
When You Look Like Your Passport Photo, It's Time To Go Home
THE FRUGAL GOURMET CELEBRATES CHRISTMAS
JEFF SMITH
FINAL EXIT
The Practicalities of Self-Deliverance and Assisted Suicide for the Dying
The COMMANDERS
BOB WOODWARD

Controversy certainly fueled the sales of some of the top 1991 bestsellers, especially *Final Exit*, a how-to on suicide published by Carol with the Hemlock Society. The book's road to bestsellerdom was inspired by publisher Steve Schragis's strong efforts to bring attention to the need for more open discussion of "rational suicide if and when suffering becomes unbear-

PW's 1991 Bestsellers
NONFICTION

1 **Me: Stories of My Life** by Katharine Hepburn. Knopf (9/24/91); 800,000

*2 **Nancy Reagan: The Unauthorized Biography** by Kitty Kelley. Simon & Schuster (4/17/91)

3 **Uh-Oh: Some Observations from Both Sides of the Refrigerator Door** by Robert Fulghum. Villard Books (8/26/91); 550,403

4 **Under Fire: An American Story** by Oliver North with William Novak. HarperCollins (10/24/91); 547,633

5 **Final Exit: The Practicalities of Self-Deliverance and Assisted Suicide for the Dying** by Derek Humphry. Hemlock/Carol (4/91); 456,634

6 **When You Look Like Your Passport Photo, It's Time to Go Home** by Erma Bombeck. HarperCollins (8/1/91); 411,541

*7 **More Wealth Without Risk** by Charles J. Givens. Simon & Schuster (11/15/91)

*8 **Den of Thieves** by James B. Stewart. Simon & Schuster (11/15/91)

9 **Childhood** by Bill Cosby. Putnam (10/25/91); 384,840

*10 **Financial Self-Defense** by Charles J. Givens. Simon & Schuster (11/16/90)

*11 **The Frugal Gourmet Celebrates Christmas** by Jeff Smith. Morrow (11/91)

12 **Iron John: A Book About Men** by Robert Bly. Addison-Wesley (11/12/90); 319,195

*13 **The Commanders** by Bob Woodward. Simon & Schuster (5/20/92)

*14 **The Best Treatment** by Isadore Rosenfeld, M.D. Simon & Schuster (11/4/91)

15 **Do It! Let's Get Off Our Buts** by Peter McWilliams and John-Roger. Prelude Press (6/91); 285,321

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able." It sold 456,634 copies, enough for the #5 spot.

Robert Bly's *Iron John* was the longest-running bestseller in 1991 with a spot on the list for 50 weeks; in the process, it put the men's movement on the map. Sales during 1991 were 319,195, and that's in addition to 1990 sales of 145,955. (Addison-Wesley's first printing for the November 1990 publication was 30,000.) If Bly can be credited with starting a new category in bookstores, he also has to make room for Sam Keen's *Fire in the Belly* from Bantam, #24 in 1991.

Robert Fulghum's inspirational messages hit home again this year with his third collection, *Uh-Oh*, #3 with sales of 550,403. A good performance, but not yet up to the numbers of his two previous books. The retired Unitarian minister certainly hit a chord in '89 when he had both the #1 title, *All I Really Need to Know I Learned in Kindergarten* (with sales of over 900,000), and *It Was on Fire When I Lay Down on It*, #4 (with sales of about 566,000.

Both Bill Cosby and Erma Bombeck have laughed all the way to the banks many times based on the sale of their books of humor. Although both continue to sell enough for a spot among the top 15, there was a time when their books would lead these lists. Back in 1987, Cosby had the #1 spot with *Time Flies* (sales were more than 1.4 million); Bombeck was #3 with *Family: The Ties That Bind . . . and Gag!* (sales were about 735,000). Cosby's best performance was the year prior, with *Fatherhood* (2.4 million). Back in 1978 and 1979, Bombeck led the list with *If Life Is a Bowl of Cherries, What Am I Doing in the Pits?* and *Aunt Erma's Cope Book*; for each sales of approximately 700,000 secured first place.

It's the second year in a row that Charles Givens has two book among the top 15 list. *Financial Self-Defense* makes a repeat appearance, this time in the #10 position; it was #5 in 1990. *More Wealth Without Risk* is #7, the same rank that *Wealth Without Risk* achieved last year. That book, too, had a two-year run and was the #2 seller in 1989; it has about 1.5 million copies in print. Givens, a self-made millionaire, runs the country's largest financial planning and educational organization (with more than 360,000 members).

The sixth S & S nonfiction bestseller in the top 15, *The Best Treatment*, is by one of America's most recognizable doctors, Isadore Rosenfeld, who regularly appears on both *Hour Magazine* and *The CBS Morning News*. This book got a boost on the weekly charts by a mention in Ann Landers's syndicated column, well known in publishing circles as one of the best catalysts for a sales explosion. Its cheaper to buy his book at $22 than make an appointment—his consultation fee was reported to be about $300 almost two years ago.

Jeff Smith is a regular on these lists and his most recent cookbook, *The Frugal Gourmet Celebrates Christmas*, sold enough copies for the #11 place. Nice, but not up to his usual numbers. Last year, Smith was #3 with *Frugal Gourmet on Our Immigrant Heritage* with sales of more than 500,000 copies. The year prior, *The Frugal Gourmet Cooks Three Ancient Cusines* was #9 with sales of more than 400,000.

Rounding off the list of 15 is a book with an amusing title, *Do It! Let's Get Off Our Buts*, which bills itself as "a guide to living your dreams." It was on *PW*'s weekly charts for 18 weeks. Co-author Peter McWilliams is also the owner of Prelude Press, the book's publisher. He and John-Roger also co-authored *Life 101*, which was among the books that had sold more than 100,000 copies in 1990.

Nonfiction Runners-up

Biography and memoirs are well-represented in the 175,000+ category, including books by and about "Air" Jordan, Ralph Emery, LaToya Jackson, James Michener, Mickey Mantle and George Burns. The venerable Michener has the unique distinction of being the only author this year to make both the fiction and nonfiction lists. Filling out the remaining spots in the top 30 list are one cookbook, one diet book, a bit of political humor and plenty of inspiration from some different sources—Robbins, MacLaine and Dershowitz.

16. *Awaken the Giant Within* by Anthony Robbins (Simon & Schuster)
17. *Cruel Doubt* by Joe McGinnis (Simon & Schuster)
18. *The Jordan Rules* by Sam Smith (Simon & Schuster)
19. *Parliament of Whores* by P.J. O'Rourke (Atlantic Monthly Press, 225,000)
20. *Dance While You Can* by Shirley MacLaine (Bantam)
21. *Chutzpah* by Alan Dershowitz (Little, Brown, 217,000)
22. *Memories: The Autobiography of Ralph Emery* by Ralph Emery with Tom Carter (Macmillan, 200,740)
23. *LaToya: Growing Up in the Jackson Family* by LaToya Jackson with Patricia Romanowski (Dutton, 195,693)
24. *Fire in the Belly: On Being a Man*

by Sam Keen (Bantam)

25. *You'll Never Eat Lunch in This Town Again* by Julia Phillips (Random House, 193,452)

26. *Chef Paul Prudhomme's Seasoned America* by Paul Prudhomme (Morrow)

27. *The World Is My Home: A Memoir* by James Michener (Random House, 189,823)

28. *Wisdom of the 90's* by George Burns (Putnam, 183,491)

29. *My Favorite Summer* by Mickey Mantle (Doubleday)

30. *The Carbohydrate Addict's Diet* by Richard and Rachel Heller (Dutton, 175,730)

More Nonfiction Hits

In 1991, three books with sales of more than 150,000 didn't make the top 30 list and two—the Houghton Mifflin and Knopf books—had sales of 172,000+. Another nine had sales totals of 125,000 and more. This is a performance that is pretty close to the 1990 numbers when a total of 11 titles selling more than 125,000 didn't make a top 30 list. When numbers are compared to 1989, one can see how much softer sales were for nonfiction in the last three years. Back then there was a record of 19 books with sales of 150,000 copies—13 of which had sales of over 175,000—that didn't find a rank among the top 30 nonfiction sellers; in addition, there were 13 more titles with sales of over 125,000.

The 1991 nonfiction works with sales of 150,000+ are *PrairyErth* by William Least Heat-Moon (Houghton Mifflin); *The Civil War: An Illustrated History* by Geoffrey C. Ward with Ric Burns and Ken Burns (Knopf) and *Dave Barry's Only Travel Guide You'll Ever Need* by Dave Barry (Fawcett). *The Civil War* book was the #2 bestseller in 1990; total sales for the $50 book are well over 700,000 copies, according to Knopf.

The nine books with sales of more than 125,000 are: *French for Cats: All the French Your Cat Will Ever Need* by Henri de la Barbe/Henry Beard (Villard Books); *Zapp! The Lightning of Empowerment* by William C. Byham (Harmony); *The Prize: The Epic Quest for Oil, Money and Power* by Daniel Yergin (Simon & Schuster); *Martha Stewart's Gardening: Month by Month* by Martha Stewart (Clarkson Potter); *Madonna Unauthorized* by Christopher Anderson (Simon & Schuster); *Exposing Myself* by Geraldo Rivera with Daniel Paisner (Bantam); *Graham Kerr's Smart Cooking* by Graham Kerr (Doubleday); *Making the Most of Your Money* by Jane Bryant Quinn (Simon & Schuster); and *Still Talking* by Joan Rivers (Turtle Bay/Random House).

There were 19 nonfiction titles with sales over 100,000, just one down from the 20 such books in 1990. Noteworthy is the Annie Leibovitz collection of photographs, which at $60 was the most expensive book to make it onto the list. The 1991 list includes *Paul Harvey's For What It's Worth* edited by Paul Harvey Jr. (Bantam); *Suddenly: The American Idea Abroad and at Home, 1986–1990* by George F. Will (Free Press); *If You Really Loved Me* by Ann Rule (Simon & Schuster); *Toujours Provence* by Peter Mayle (Knopf); *A History of the Arab Peoples* by Albert Hourani (Harvard University Press); *Forever Fit* by Cher and Dr. Robert Hass (Bantam); *J. Edgar Hoover: The Man and the Secrets* by Curt Gentry (Norton); *There Are No Children Here* by Alex Kotlowitz (Doubleday); *Silent Coup: The Removal of a President* by Len Colodny and Robert Gettlin (St. Martin's); *Real Ponies Don't Go Oink!* by Patrick F. McManus (Henry Holt); *Principle-Centered Leadership* by Stephen R. Covey (Simon & Schuster); *Dave Barry Talks Back* by Dave Barry (Crown); *Boss of Bosses: The Fall of the Godfather: The FBI and Paul Castellano* by Joseph F. O'Brien and Andris Kurins (Simon & Schuster); *The Money Culture* by Michael Lewis (Norton); *And the Sea Will Tell* by Vincent Bugliosi with Bruce Henderson (Norton); *Christmas Cats* by Leslie Anne Ivory (Crown); *Backlash: The Undeclared War Against American Women* by Susan Faludi (Crown); *Photographs of Annie Leibovitz* by Annie Leibovitz (HarperCollins); *Muhammad Ali: His Life and Times* by Thomas Hauser (Simon & Schuster); and *A Question of Character: A Biography of John F. Kennedy* by Thomas C. Reeves (Free Press). ☐

FICTION: Who's On First?

How Publishers Weekly's Bestsellers compared with the rankings in major chains, wholesalers and independents

PW RANKINGS	SALES OUTLETS							
	W	C	B/T	I	L	Ta	G	To
1. Scarlett	1	2	1	1	1	1	1	5
2. Sum of all Fears	2	1	2	2	2	2	2	4
3. Needful Things	3	3	7	4	3	8	8	3
4. No Greater Love	4	7	5	7	4	14	15	-
5. Heartbeat	5	10	6	6	5	11	10	-
6. Doomsday Conspiracy	8	11	10	-	7	7	6	-
7. The Firm	7	5	3	3	6	3	3	2
8. Night Over Water	13	6	11	9	11	5	9	-
9. Remember	-	-	-	14	15	-	-	-
10. Loves Music, Loves to Dance	9	9	4	5	8	4	7	-
11. Cold Fire	-	-	13	15	-	-	-	-
12. Kitchen God's Wife	-	8	9	8	12	-	5	1
13. Sleeping Beauty	-	-	-	-	-	-	-	-
14. Heir to the Empire	6	-	12	10	9	-	-	13
15. WLT: A Radio Romance	-	-	-	-	-	-	-	-

NONFICTION: What's on Second?

How Publishers Weekly's Bestsellers compared with the rankings in major chains, wholesalers and independents

PW RANKINGS	SALES OUTLETS							
	W	C	B/T	I	L	Ta	G	To
1. Me	2	1	4	4	1	7	6	3
2. Nancy Reagan	3	6	3	3	2	12	5	10
3. Uh-Oh	6	4	-	8	6	-	9	-
4. Under Fire	8	5	-	9	4	3	-	-
5. Final Exit	4	10	1	1	5	9	2	9
6. When You Look... Passport Photo	14	15	-	-	11	-	-	-
7. More Wealth Without Risk	1	12	14	-	14	-	-	-
8. Den of Thieves	-	13	8	10	3	-	3	6
9. Childhood	-	-	-	-	-	4	-	-
10. Financial Self Defense	5	-	-	14	-	-	-	-
11. Frugal Gourmet	-	-	-	-	-	-	-	-
12. Iron John	-	7	-	2	-	8	4	2
13. Commanders	13	2	-	-	-	-	-	-
14. Best Treatment	-	-	2	-	-	-	-	-
15. Do It	11	-	-	-	15	-	-	-

W Walden, C Crown, B/T Baker & Taylor, I Ingram, L Lauriats, Ta Taylors, G Gordons, To Tower

THE BOOK BUSINESS

Sitters and Sequels Make Registers Ring

Follow-ups to bestsellers top the roster of new children's hardcovers; Ann Martin rules the paperback roost

In children's books, the number of both frontlist and backlist hardcover bestsellers rose in 1991, while for paperbacks, frontlist sales dropped off a bit and backlist sales remained steady. In this, our second annual compilation of children's bestseller lists for the previous year, publishers supplied us with sales figures for hardcovers that sold more than 75,000 copies in 1991, frontlist paperbacks that sold more than 100,000 copies and backlist paperbacks that sold more than 125,000 copies. These numbers represent trade sales only, and exclude book club, direct mail and overseas sales. Publishers' figures do not always reflect returns, and consequently do not necessarily represent net sales. Some titles appear without sales figures; these were submitted to *PW* in confidence, for use only in ranking the titles.

Once Is Not Enough

The big story in hardcover frontlist sales is the appearance of sequels to several popular backlist books. With an audience for the follow-ups already built in, high sales are often considered a given. *The Jolly Christmas Postman* (sequel to *The Jolly Postman*); *Carl's Afternoon in the Park* (featuring the star of *Good Dog, Carl*); *Where's Waldo? The Magnificent Poster Book* (follow-up to *The Great Waldo Search*); and *If You Give a Moose a Muffin* (*If You Give a Mouse a Cookie*); all had strong showings and performed, for the most part, even better than their predecessors.

The Very Quiet Cricket joined the ever-growing menagerie of Eric Carle titles, and new board book versions of Margaret Wise Brown's *Goodnight Moon* and *The Runaway Bunny* racked up respectable sales as well.

Newcomer Disney Press made a good showing with five titles on the hardcover frontlist, while the Disney name also appeared on nearly 20 other titles (including some from other publishers) in the various categories.

The *Random House Encyclopedia*, at a retail price of $60, was clearly the highest-ticket bestseller—190,000 copies. Its success seems to indicate a need for single-volume encyclopedias for children.

The hardcover frontlist didn't lose its sense of humor, either. Quirky books like *Santa Cows*, *A Wish For Wings That Work* and *The Frog Prince, Continued* prove that a good laugh can go a long way.

The paperback frontlist was dominated by the Baby-sitters Club. Ann Martin's series is still going strong in all its incarnations. Two new formats were introduced in 1991: Baby-sitters Mystery and Baby-sitters Little Sister Super Special. A seemingly insatiable audience provides high demand for new installments every month.

Television and movie tie-ins performed well in paperback. Biographies of the stars of the hit series *Beverly Hills 90210* scored high with readers. The success of such movies as *Teenage Mutant Ninja Turtles II: The Secret of the Ooze*; Disney's *101 Dalmatians*, *Beauty and the Beast* and *The Little Mermaid*; *Hook*; and the latest Macaulay Culkin film, *My Girl*, energized book sales, proving young readers' ability to fuel popular fads.

Older readers tapped into the now firmly established horror genre, buying up the latest offerings from authors Christopher Pike (*Bury Me Deep*; *Die Softly*) and R. L. Stine (the Fear Street series; *The Baby-sitter II*).

Despite its commercial bent, the paperback frontlist also contains a smattering of titles by renowned authors like Beverly Cleary, Alvin Schwartz and Judy Blume, who have loyal readers.

Backlist Still Bullish

For a notoriously elusive fellow, Waldo has an overwhelming presence on the hardcover backlist. The first three Waldo titles have a combined sales figure of just over four million copies, and, judging from the backlist figures, sales of the new books have spurred the performance of the older titles as well.

Dr. Seuss passed away in 1991 but his books were as popular as ever. *Six By Seuss* sold 297,750 copies as a frontlist hardcover—particularly impressive given its $25 price—while most of his 10 hardcover backlist titles improved upon their 1990 figures and had a combined sales total of 2,438,506 copies.

The paperback backlist, as expected, features a large number of commercial titles, including the older Baby-sitters Club books and 30 titles starring the perennially hardy Berenstain Bears. Also of note is the number of classics that appear on this list, with the venerable *Charlotte's Web* leading the pack. Katherine Paterson, Roald Dahl, Patricia MacLachlan, C. S. Lewis and Madeline L'Engle, among others, remain favorites of young readers.

Children's books continued to flourish in the marketplace despite the general economic woes of 1991, and the broad spectrum of books represented bodes well for the industry as a whole. Although some titles, like the fads they represent, will wither before next year's figures are gathered, others are certain to take root in the backlist. —SHANNON MAUGHAN

HARDCOVER FRONTLIST BESTSELLERS

100,000+

1. **The Jolly Christmas Postman.** Janet and Allan Ahlberg. Little, Brown (389,036)
2. **Carl's Afternoon in the Park.** Alexandra Day. Farrar, Straus & Giroux (368,500)
3. **Where's Waldo? The Magnificent Poster Book.** Martin Handford. Little, Brown (366,298)

Carl's Afternoon in the Park
Alexandra Day
The Jolly Christmas Postman
Janet & Allan Ahlberg
Beverly Cleary
Strider

These top-performing sequels also breathed new life into the sales of their popular predecessors.

4. **Disney's Beauty and the Beast.** A. L. Singer, illus. by Ron Dias and Rick Gonzales. Disney (324,929)
5. **Six by Seuss.** Dr. Seuss. Random House (297,750)
6. **If You Give a Moose a Muffin.** Laura Joffe Numeroff, illus. by Felicia Bond. HarperCollins (243,053)
7. **Disney's The Little Mermaid Pop-up.** Illus. by Kerry Martin. Disney (210,009)
8. **Children's Letters to God: The New Collection.** Compiled by Stuart Hample and Eric Marshall, illus. by Tom Bloom. Workman (190,424)
9. **The Random House Children's Encyclopedia**. Random House (190,058)
10. **Brother Eagle, Sister Sky.** Chief Seattle, illus. by Susan Jeffers. Dial (187,524)
11. **A Wish for Wings That Work.** Berkeley Breathed. Little, Brown (176,929)
12. **Polar Bear, Polar Bear, What Do You Hear?** Bill Martin Jr., illus. by Eric Carle. Holt (172,534)
13. **A Is for Animals.** David Pelham. Simon & Schuster (155,000)
14. **The Wretched Stone.** Chris Van Allsburg. Houghton Mifflin (147,537)
15. **Berlioz the Bear.** Jan Brett. Putnam (140,775)
16. **Goodnight Moon Board Book.** Margaret Wise Brown, illus. by Clement Hurd. HarperCollins (137,715)
17. **The Very Quiet Cricket.** Eric Carle. Philomel, 1990 (135,000)
18. **The Wheels on the Bus.** Paul O. Zelinsky. Dutton, 1990 (132,616)
19. **The Frog Prince, Continued.** Jon Scieszka, illus. by Steve Johnson. Viking (129,261)
20. **Santa Cows.** Cooper Edens, illus. by Daniel Lane. Green Tiger/Simon & Schuster (125,000)
21. **Winnie the Pooh's Christmas.** Bruce Talkington. Disney (119,483)
22. **The Owl and the Pussycat.** Jan Brett. Putnam (117,578)
23. **The Tiny Angel.** Elizabeth Koda-Callan. Workman (113,275)
24. **A Christmas Countdown with Ruth J. Morehead's Holly Babes.** Ruth J. Morehead. Random House (108,759)
25. **Disney's 101 Dalmatians.** Ann Braybrooks, illus. by Gil DiCicco. Disney (104,639)
26. **Sam's Sandwich.** David Pelham. Dutton (100,866)

75,000+

27. **On the Day You Were Born.** Debra Frasier. Harcourt Brace Jovanovich (99,716)
28. **Disney's The Little Mermaid: Tales from Under the Sea.** Rita Balducci, illus. by Fred Marvin. Disney (96,899)
29. **The Runaway Bunny Board Book.** Margaret Wise Brown, illus. by Clement Hurd. HarperCollins (92,263)
30. **The Berenstain Bears Are a Family.** Stan and Jan Berenstain. Random House (91,994)
31. **The Little Engine That Could Board Book.** Watty Piper, illus. by Cristina Ong. Grosset & Dunlap (90,350)
32. **Smudge, the Little Lost Lamb.** James Herriot, illus. by Ruth Brown. St. Martin's (89,666)
33. **Hide-and-Seek with Big Bird.** Illus. by Tom Cooke. Random House (87,395)
34. **Strider.** Beverly Cleary. Morrow (85,964)
35. **The Berenstain Bears Say Goodnight.** Stan and Jan Berenstain. Random House (84,628)
36. **The Berenstain Bears' Four Seasons.** Stan and Jan Berenstain. Random House (80,673)
37. **The Berenstain Bears at the Supermarket.** Stan and Jan Berenstain. Random House (76,382)

PAPERBACK FRONTLIST BESTSELLERS

300,000+

1. **Beauty and the Beast.** Serge Michaels, illus. by Michael Teitlebaum. Western (656,729)
2. **Teenage Mutant Ninja Turtles II: The Secret of the Ooze.** B. B. Hiller. Dell (640,610)
3. **Where's Waldo? The Ultimate Fun Book.** Martin Handford. Little, Brown, 1990 (474,219)
4. **Claudia and the Middle School (Baby-sitters Club #40).** Ann M. Martin. Scholastic (403,800)
5. **Stacey's Emergency (BSC #43).** Ann M. Martin. Scholastic (384,900)
6. **Dawn and the Big Sleepover (BSC #44).** Ann M. Martin. Scholastic (365,400)
7. **Mary Anne vs. Logan (BSC #41).** Ann M. Martin. Scholastic (355,000)
8. **Jessi and the Dance School (BSC #42).** Ann M. Martin. Scholastic (350,400)
9. **Mary Anne Misses Logan (BSC #46).** Ann M. Martin. Scholastic (350,000)
10. **Kristy and the Baby Parade (BSC #45).** Ann M. Martin. Scholastic (331,000)
11. **New York, New York (BSC Super Special #6).** Ann M. Martin. Scholastic (331,000)
12. **The Little Mermaid.** Stephanie

Calmenson, illus. by Frane Mateau. Western (324,002)

13. **Teenage Mutant Ninja Turtle Trivia Quiz Book.** Michael Lander. Dell (314,907)

14. **Jessi's Wish (BSC #48).** Ann M. Martin. Scholastic (314,000)

15. **Mallory on Strike (BSC #47).** Ann M. Martin. Scholastic (312,000)

16. **The Berenstain Bears Don't Pollute (Anymore).** Stan and Jan Berenstain. Random House (303,953)

200,000+

17. **Teenage Mutant Ninja Turtles: Splinter to the Fore.** Dave Morris. Dell (294,683)

18. **Stacey and the Missing Ring (BSC Mystery #1).** Ann M. Martin. Scholastic (276,500)

19. **Bury Me Deep.** Christopher Pike. Pocket/Archway

20. **The Stars of Beverly Hills 90210: Their Lives and Loves.** Randi Reisfeld. Bantam (269,000)

21. **Die Softly.** Christopher Pike. Pocket/Archway

22. **Whisper of Death.** Christopher Pike. Pocket/Archway

23. **Fudge-a-Mania.** Judy Blume. Dell (251,576)

24. **Teenage Mutant Ninja Turtles: Dinosaur Farm.** Dave Morris. Dell (243,443)

25. **Beware, Dawn! (BSC Mystery #2).** Ann M. Martin. Scholastic (219,000)

26. **Teenage Mutant Ninja Turtles: ABC's for a Better Planet.** J. K. Rosser, illus. by GEE Studio. Random House (216,000)

27. **The Sweet Valley Saga: The Wakefields of Sweet Valley.** Created by Francine Pascal. Bantam (215,000)

28. **Claudia and the Genius of Elm Street (BSC #49).** Ann M. Martin. Scholastic (207,000)

100,000+

29. **Perfect Bow.** Lyn Calder, illus. by Sue Shakespeare. Western (197,121)

30. **Teenage Mutant Ninja Turtles: Don't Do Drugs.** Isidre Mones. Random House (195,620)

31. **Disney's Beauty and the Beast (junior novelization).** Adapted by A. L. Singer. Disney (195,455)

32. **Teenage Mutant Ninja Turtles: Pizza Party.** Eleanor Hudson, illus. by S. I. Herbert. Random House (187,424)

33. **The Baby-sitter II.** R. L. Stine. Scholastic (186,600)

34. **Teenage Mutant Ninja Turtles: School Daze (mini-edition).** Astrid Holmes, illus. by Frane Mateu. Random House (183,089)

35. **Beverly Hills 90210: Meet the Stars of Today's Hottest TV Series.** Daniel Cohen. Pocket Books

36. **Hook: The Storybook Based on the Movie.** Justine Korman. Random House (174,757)

37. **Muggie Maggie.** Beverly Cleary. Avon

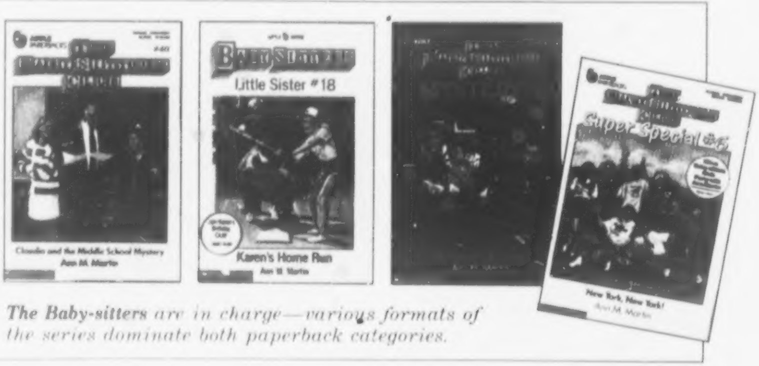
38. **Teenage Mutant Ninja Turtles: A Visit to Stump Asteroid.** Adapted by Astrid Holm, illus. by S. I. Herbert. Random House (166,064)

39. **My Side of the Mountain.** Jean Craighead George. Puffin (164,414)

40. **Karen's Home Run (Baby-sitters Little Sister #18).** Ann M. Martin. Scholastic (152,700)

41. **Karen's Brothers (BSLS #17).** Ann M. Martin. Scholastic (150,100)

42. **My Girl.** Patricia Hermes. Pocket/Archway



The Baby-sitters are in charge—various formats of the series dominate both paperback categories.

43. **Scary Stories 3.** Alvin Schwartz, illus. by Stephen Gammell. HarperCollins (149,597)

44. **Hook: Peter and the Lost Boys.** Jim Hart and Malia Scotch Marmo, illus. by Isidre Mones. Random House (144,035)

45. **The Snowman.** R. L. Stine. Scholastic (143,600)

46. **Hook: Tinkerbell's Challenge.** Jim Hart and Malia Scotch Marmo, illus. by Vincente. Random House (143,585)

47. **Karen's Carnival (BSLS #20).** Ann M. Martin. Scholastic (141,500)

48. **The Baby Book.** Kathy Cruickshank. Western (140,927)

49. **Teenage Mutant Ninja Turtles: The Secret of the Ooze.** Justine Korman. Random House (136,110)

50. **Karen's in Love (BSLS #15).** Ann M. Martin. Scholastic (135,500)

51. **Just Jason.** Grace Catalano. Bantam (135,000)

52. **Muffin Mouse's New House.** Lawrence DiFiori. Western (134,910)

53. **Loving Luke.** Randi Reisfeld. Bantam (134,000)

54. **Karen's Good-Bye (BSLS #19).** Ann M. Martin. Scholastic (133,100)

55. **Karen's Plane Trip (BSLS Super Special #2).** Ann M. Martin. Scholastic (132,600)

56. **The Accident.** Diane Ho. Scholastic (129,500)

57. **Karen's Goldfish (BSLS #16).** Ann M. Martin. Scholastic (125,000)

58. **Disney's 101 Dalmatians (junior novelization).** Adapted by Ann Braybrooks, illus. by Gil DiCicco. Disney (117,435)

59. **Karen's Mystery (BSLS Super Special #3).** Ann M. Martin. Scholastic (109,900)

60. **World's Strangest "True" Ghost Stories.** John Macklin. Sterling (107,942)

61. **Just Me and My Little Brother.** Mercer Mayer. Western (106,607)

62. **The Night Before Christmas.** Clement C. Moore, illus. by Jerry Smath. Western (106,335)

63. **The Fire Game (Fear Street).** R. L. Stine. Pocket/Archway

64. **Party Summer (Fear Street Super Chiller).** R. L. Stine. Pocket Books

65. **Silent Night (Fear Street Super Chiller).** R. L. Stine. Pocket/Archway

66. **Sesame Street: Sleep Tight.** Constance Allen, illus. by David Preben. Western (105,738)

67. **My Name Is Ernie.** Tish Sommers Rabe, illus. by Maggie Swanson. Western (105,333)

68. **Lights Out (Fear Street).** R. L. Stine. Pocket/Archway

69. **The Cheerleader.** Caroline Cooney. Scholastic (102,900)

70. **The Tale of Peter Rabbit.** Beatrix Potter, illus. by Florence Graham. Putnam (102,343)

71. **Broken Date.** R. L. Stine. Pocket/Archway

HARDCOVER BACKLIST BESTSELLERS

200,000+

1. **The Great Waldo Search.** Martin Handford. Little, Brown, 1989 (1,373,925)
2. **Where's Waldo?** Martin Handford. Little, Brown, 1987 (1,364,917)
3. **Find Waldo Now!** Martin Handford. Little, Brown, 1988 (1,270,134)
4. **Oh, The Places You'll Go!** Dr. Seuss. Random House, 1990 (434,802)
5. **Green Eggs and Ham.** Dr. Seuss. Random House, 1960 (348,422)
6. **Carl's Christmas.** Alexandra Day. Farrar, Straus & Giroux, 1990 (321,500)
7. **The Cat in the Hat.** Dr. Seuss. Random House, 1957 (311,934)
8. **Where the Sidewalk Ends.** Shel Silverstein. HarperCollins, 1974 (286,234)
9. **One Fish, Two Fish, Red Fish, Blue Fish.** Dr. Seuss. Random House, 1960 (283,730)
10. **Pat the Bunny.** Dorothy Kunhardt. Western, 1942 (280,207)
11. **Big Bird's Color Game.** Illus. by Tom Cooke. Western, 1980 (247,911)
12. **Ernie and Bert Can... Can You?** Illus. by Michael J. Smollin. Random House, 1982 (241,750)
13. **The Giving Tree.** Shel Silverstein. HarperCollins, 1964 (238,155)
14. **Disney's Babies A to Z.** Margo Lundell, illus. by Darrell Baker. Western, 1989 (235,703)
15. **Farm Animals.** Phoebe Dunn. Random House, 1984 (229,560)
16. **Ernie Follows His Nose.** Constance Allen, illus. by Maggie Swanson. Western, 1990 (235,112)
17. **Dr. Seuss's ABC.** Dr. Seuss. Random House, 1960 (223,246)
18. **In and Out, Up and Down.** Illus. by Michael J. Smollin. Random House, 1960 (222,171)
19. **Are You My Mother?** P. D. Eastman. Random House, 1960 (221,329)
20. **Baby Donald.** Illus. by Darrell Baker. Western, 1988 (218,741)
21. **A Light in the Attic.** Shel Silverstein. HarperCollins, 1981 (216,367)
22. **Oscar's Grouchy Sounds.** Constance Allen, illus. by Tom Cooke. Western, 1990 (211,912)
23. **Hop on Pop.** Dr. Seuss. Random House, 1963 (208,211)
24. **Go, Dog, Go!** P. D. Eastman. Random House, 1961 (205,854)
25. **Cookie Monster.** Illus. by Richard Brown. Western, 1989 (204,821)
26. **Winnie the Pooh All Year Long.** Walt Disney Co. Western, 1981 (204,813)
27. **Good Night Book.** Illus. by Eloise Wilkin. Western, 1981 (203,804)

100,000+

28. **Mother Goose Nursery.** Illus. by Lilian Obligado. Western, 1980 (196,000)
29. **The Wild Christmas Reindeer.** Jan Brett. Putnam, 1990 (195,919)
30. **The Polar Express.** Chris Van Allsburg. Houghton Mifflin, 1985 (195,619)
31. **The Cat in the Hat Comes Back.** Dr. Seuss. Random House, 1958 (193,068)
32. **The Mitten.** Jan Brett. Putnam, 1989 (182,417)
33. **Grover's Touch.** Constance Allen, illus. by Tom Cooke. Western, 1990 (178,807)
34. **Bert's Beautiful Sights.** Constance Allen, illus. by Maggie Swanson. Western, 1990 (175,202)
35. **Fox in Socks.** Dr. Seuss. Random House, 1965 (173,742)
36. **Moo, Moo, Peekaboo!** Jane Dyer. Random House, 1986 (170,566)
37. **Brown Bear, Brown Bear, What Do You See?** Bill Martin Jr., illus. by Eric Carle. Holt, 1983 (170,168)
38. **Baby's Animal Friends.** Phoebe Dunn. Random House, 1988 (167,166)
39. **Nursery Rhymes.** Illus. by Darrell Baker. Western, 1988 (165,110)
40. **If You Give a Mouse a Cookie.** Laura Joffe Numeroff, illus. by Felicia Bond. HarperCollins, 1985 (155,866)
41. **The Little Engine That Could.** Watty Piper, illus. by George and Doris Hauman. Grosset & Dunlap, 1978 (155,660)
42. **Children's Bible.** Western, 1965 (155,601)
43. **The True Story of the Three Little Pigs.** Jon Scieszka, illus. by Lane Smith. Viking, 1989 (153,347)
44. **Yoo-Hoo, Little Rabbit!** J. P. Miller. Random House, 1986 (152,579)
45. **Mickey's Toys.** Walt Disney Co. Western, 1986 (151,216)
46. **The Magic Locket.** Elizabeth Koda-Callan. Workman, 1988 (146,759)
47. **Puppy Peek-a-Boo.** Lisa McCue. Random House, 1989 (145,353)
48. **Rock-a-Bye.** Illus. by Darrell Baker. Western, 1988 (144,517)
49. **Honey Rabbit.** Marge Hopkins, illus. by Cyndy Szekeres. Western, 1982 (143,201)
50. **Snow White.** Walt Disney Co. Western, 1986 (142,506)
51. **I Can Read with My Eyes Shut!** Dr. Seuss. Random House, 1978 (141,427)
52. **Peek-a-Bug.** Illus. by Jerry Smath. Random House, 1990 (139,026)
53. **Daisy's Walk.** Walt Disney Co. Western, 1986 (138,941)
54. **Truck Book.** Lawrence DiFiori. Western, 1984 (132,642)
55. **Baby Donald's Playground.** Walt Disney Co. Western, 1986 (132,004)
56. **Animal Sounds.** Illus. by Aurelius Battaglia. Western, 1981 (131,509)
57. **Big Bird's Mother Goose.** John Barrett. Random House, 1984 (130,462)
58. **Sesame Street Hide-and-Seek Safari.** Illus. by Tom Cooke. Random House (127,816)
59. **The Jolly Postman.** Janet and Allan Ahlberg. Little, Brown, 1986 (126,010)
60. **Goodnight Moon.** Margaret Wise Brown, illus. by Clement Hurd. HarperCollins, 1947 (124,939)
61. **Richard Scarry's Cars and Trucks from A to Z.** Richard Scarry. Random House, 1990 (124,215)
62. **Hide and Seek Camping Trip.**

Walt Disney's
101
DALMATIANS
MY GIRL
Beauty Beast

Movie tie-ins *often ride the coattails of hot films straight to a spot on the bestseller list.*

Illus. by Tom Cooke. Random House, 1990 (124,025)

63. **The Muppet Babies ABC.** Illus. by Sue Venning. Random House, 1984 (122,655)

64. **The Silver Slippers.** Elizabeth Koda-Callan. Workman, 1989 (121,837)

65. **How the Grinch Stole Christmas.** Dr. Seuss. Random House, 1957 (120,681)

66. **The Very Hungry Caterpillar.** Eric Carle. Philomel, 1981 (120,000)

67. **Oh, the Thinks You Can Think!** Dr. Seuss. Random House, 1975 (119,924)

68. **Cinderella.** Walt Disney Co. Western, 1986 (117,401)

69. **Disney's Babies on the Go.** Illus. by Darrell Baker. Western, 1988 (117,338)

70. **Bambi.** Walt Disney Co. Western, 1986 (116,303)

71. **Animalia.** Graeme Base. Abrams, 1987 (113,537)

72. **Baby Mickey's Hide and Seek.** Walt Disney Co. Western, 1986 (112,009)

73. **Precious Moments.** Samuel Butcher. Western, 1990 (109,924)

74. **The Eleventh Hour.** Graeme Base. Abrams, 1989 (109,250)

75. **The Little Quiet Book.** Katharine Ross. Random House, 1989 (109,229)

76. **Baby's Busy Year.** Phoebe Dunn. Random House, 1990 (109,110)

77. **Miss Nelson Is Missing!** Harry Allard and James Marshall, illus. by James Marshall. Houghton Mifflin, 1977 (105,692)

78. **Put Me in the Zoo.** Robert Lopshire. Random House, 1960 (104,056)

79. **Animals A-B-C.** Denise Lewis Patrick, illus. by Kate Gleeson. Western, 1990 (103,200)

80. **Who Am I?** Illus. by Normand Chartier. Western, 1978 (102,008)

81. **The Very Hungry Caterpillar (mini-edition).** Eric Carle. Philomel, 1986 (102,000)

82. **What's Up High?** Illus. by Darrell Baker. Western, 1988 (101,914)

83. **Carl Goes Shopping.** Alexandra Day. Farrar, Straus & Giroux, 1989 (101,500)

84. **Hugs.** Cyndy Szekeres. Western, 1990 (101,104)

85. **Shapes and Colors.** Denise Lewis Patrick, illus. by Kersten Brothers. Western, 1990 (100,707)

86. **Macmillan Dictionary for Children.** Macmillan, 1989 (100,539)

87. **How Many Animals?** Denise Lewis Patrick, illus. by Kate Gleeson. Western, 1990 (100,110)

88. **How Many Bugs in a Box?** David Carter. Simon & Schuster, 1988 (100,000)

89. **More Bugs in Boxes.** David Carter. Simon & Schuster, 1990 (100,000)

75,000+

90. **Maniac Magee.** Jerry Spinelli. Little, Brown, 1990 (97,904)

91. **The Very Busy Spider.** Eric Carle. Philomel, 1985 (82,000)

92. **Charlie the Caterpillar.** Dom DeLuise, illus. by Christopher Santoro. Simon & Schuster, 1990 (80,000)

93. **Something Big Has Been Here.** Jack Prelutsky, illus. by James Stevenson. Morrow, 1990 (79,935)

PAPERBACK BACKLIST BESTSELLERS

200,000+

1. **Charlotte's Web.** E. B. White, illus. by Garth Williams. HarperCollins, 1974 (485,487)

2. **The Berenstain Bears and Too Much Junk Food.** Stan and Jan Berenstain. Random House, 1985 (345,038)

3. **The Berenstain Bears and the Messy Room.** Stan and Jan Berenstain. Random House, 1983 (336,607)

4. **Bridge to Terabithia.** Katherine Paterson, illus. by Donna Diamond. HarperCollins, 1987 (323,639)

5. **Matilda.** Roald Dahl. Puffin, 1990 (317,555)

6. **The Berenstain Bears Get the Gimmies.** Stan and Jan Berenstain. Random House, 1988 (317,090)

7. **The Berenstain Bears and Too Much TV.** Stan and Jan Berenstain. Random House, 1984 (316,624)

8. **Sarah, Plain and Tall.** Patricia MacLachlan. HarperCollins, 1987 (313,549)

9. **The Christmas Story with Ruth J. Morehead's Holly Babes.** Ruth J. Morehead. Random House, 1986 (312,298)

10. **The Berenstain Bears Forget Their Manners.** Stan and Jan Berenstain. Random House, 1985 (310,309)

11. **The Lion, the Witch and the Wardrobe.** C. S. Lewis. Collier, 1970 (310,144)

12. **A Wrinkle in Time.** Madeleine L'Engle. Dell, 1976 (298,044)

13. **The Berenstain Bears Trick or Treat.** Stan and Jan Berenstain. Random House, 1989 (294,571)

14. **The Berenstain Bears Go to Camp.** Stan and Jan Berenstain. Random House, 1982 (293,522)

15. **Tales of a Fourth Grade Nothing.** Judy Blume. Dell, 1976 (279,353)

16. **Kristy's Mystery Admirer (BSC #38).** Ann M. Martin. Scholastic, 1990 (264,300)

17. **The Berenstain Bears Go Out for the Team.** Stan and Jan Berenstain. Random House, [illegible] (256,685)

18. **The Outsiders.** S. E. Hinton. Dell, 1968 (255,344)

19. **The Berenstain Bears: No Girls Allowed.** Stan and Jan Berenstain. Random House, 1986 (254,412)

20. **The Berenstain Bears Go to School.** Stan and Jan Berenstain. Random House, 1978 (251,577)

21. **The Berenstain Bears Meet Santa Bear.** Stan and Jan Berenstain. Random House, 1984 (247,527)

22. **Poor Mallory! (BSC #39).** Ann M. Martin. Scholastic, 1990 (247,000)

23. **Number the Stars.** Lois Lowry. Dell, 1990 (246,718)

24. **Christmas Is Coming with Ruth J. Morehead's Holly Babes.** Ruth J. Morehead. Random House, 1990 (244,025)

25. **The Berenstain Bears and the Trouble with Their Friends.** Stan and Jan Berenstain. Random House, 1987 (240,484)

26. **The Berenstain Bears and the In-Crowd.** Stan and Jan Berenstain. Random House, 1989 (229,485)

27. **The Berenstain Bears and the New Baby.** Stan and Jan Berenstain. Random House, 1974 (229,230)

28. **Goodnight Moon.** Margaret Wise Brown, illus. by Clement Hurd. HarperCollins, 1977 (222,807)

29. **The Berenstain Bears and Too Much Vacation.** Stan and Jan Berenstain. Random House, 1989 (217,857)

30. **Superfudge.** Judy Blume. Dell, 1981 (217,657)

31. **Kristy's Great Idea (BSC #1).** Ann M. Martin. Scholastic, 1986 (217,400)

32. **The Berenstain Bears and the Trouble with Pets.** Stan and Jan Berenstain. Random House, 1990 (217,331)

33. **The Indian in the Cupboard.** Lynne Reid Banks. Avon, 1982

34. **The Berenstain Bears Learn About Strangers.** Stan and Jan Berenstain. Random House, 1985 (213,598)

35. **The Berenstain Bears and the Week at Grandma's.** Stan and Jan Berenstain. Random House, 1986 (210,759)

36. **Claudia and the Phantom Phone Calls (BSC #2).** Ann M. Martin. Scholastic, 1986 (203,000)

125,000+

37. **Alexander and the Terrible, Horrible, No Good, Very Bad Day.** Judith Viorst, illus. by Ray Cruz. Aladdin, 1987 (199,123)

38. **The Berenstain Bears Visit the Dentist.** Stan and Jan Berenstain. Random House, 1981 (198,025)

39. **James and the Giant Peach.** Roald Dahl. Puffin, 1988 (197,999)

40. **Mickey Mouse.** Walt Disney Co. Western, 1965 (196,339)

41. **The Berenstain Bears and the Truth.** Stan and Jan Berenstain. Random House, 1983 (195,567)

42. **Frosty the Snowman.** C. North, illus. by Terri Super. Western, 1990 (190,022)

43. **The Berenstain Bears and the Bad Dream.** Stan and Jan Berenstain. Random House, 1988 (189,085)

44. **The Smallest Elf.** Annie Ingle. Random House, illus. by Jerry Smath. Random House, 1990 (188,067)

45. **Hatchet.** Gary Paulsen. Puffin, 1988 (186,603)

46. **Julie of the Wolves.** Jean Craighead George, illus. by John Schoenherr. HarperCollins, 1974 (186,186)

47. **Bambi.** Walt Disney Co. Western, 1987 (184,448)

48. **The Berenstain Bears Go to the Doctor.** Stan and Jan Berenstain. Random House, 1981 (181,504)

49. **The Truth About Stacey (BSC #3).** Ann M. Martin. Scholastic, 1986 (180,500)

50. **The Boxcar Children (Boxcar Children #1).** Gertrude Chandler Warner. Albert Whitman, 1989 (179,000)

51. **From the Mixed-up Files of Mrs. Basil E. Frankweiler.** E. L. Konigsburg. Dell, 1977 (178,428)

52. **Stone Fox.** John Reynolds Gardiner, illus. by Marcia Sewall. HarperCollins, 1983 (178,091)

53. **More Scary Stories to Tell in the Dark.** Alvin Schwartz, illus. by Stephen Gammell. HarperCollins, 1986 (177,032)

54. **The Night Before Christmas.** Clement C. Moore, illus. by Douglas Gorsline. Random House, 1975 (176,853)

55. **Happy Bear, Christmas Star.** Jane Gerver, illus. by Bobbi Barto. Random House, 1990 (173,988)

56. **Little House in the Big Woods.** Laura Ingalls Wilder, illus. by Garth Williams. HarperCollins, 1971 (168,958)

57. **The Berenstain Bears Get in a Fight.** Stan and Jan Berenstain. Random House, 1982 (168,619)

58. **Ernie and Bert.** Norman Stiles, illus. by Joe Mathieu. Western, 1977 (166,923)

59. **Corduroy.** Don Freeman. Puffin, 1976 (164,626)

60. **The Berenstain Bears and the Sitter.** Stan and Jan Berenstain. Random House, 1981 (162,804)

61. **Prince Caspian.** C. S. Lewis. Collier, 1970 (161,560)

62. **Mary Anne Saves the Day (BSC #4).** Ann M. Martin. Scholastic, 1987 (161,200)

63. **Dumbo.** Walt Disney Co. Western, 1977 (160,223)

64. **Rudolph.** Eileen Daly, illus. by Milly Jancar. Western, 1977 (156,702)

65. **I Was So Mad.** Mercer Mayer. Western, 1983 (155,626)

66. **The Berenstain Bears and the Big Road Race.** Stan and Jan Berenstain. Random House, 1987 (155,512)

67. **The Berenstain Bears and Too Much Birthday.** Stan and Jan Berenstain. Random House, 1986 (154,569)

68. **The Voyage of the "Dawn Treader."** C. S. Lewis. Collier, 1970 (154,036)

69. **The Runaway Bunny.** Margaret Wise Brown, illus. by Clement Hurd. HarperCollins, 1977 (153,503)

70. **Tuck Everlasting.** Natalie Babbitt. Farrar, Straus & Giroux, 1985 (153,000)

71. **Stuart Little.** E. B. White, illus. by Garth Williams. HarperCollins, 1974 (152,231)

72. **How to Eat Fried Worms.** Thomas Rockwell. Dell, 1975 (150,641)

73. **Merry Christmas! Mom and Dad.** Mercer Mayer. Western, 1982 (149,912)

74. **Curious George.** H. A. Rey. Houghton Mifflin, 1973 (149,379)

75. **Freckle Juice.** Judy Blume. Dell, 1978 (149,041)

76. **Just Go to Bed.** Mercer Mayer. Western, 1983 (148,901)

77. **The Story of the Nutcracker Ballet.** Deborah Hautzig, illus. by Diane Goode. Random House, 1986 (146,634)

78. **The Witches.** Roald Dahl. Puffin, 1989 (145,960)

79. **Splish, Splash Day.** Liza Alexander, illus. by Joseph Ewers. Western, 1989 (145,345)

80. **The Silver Chair.** C. S. Lewis. Collier, 1970 (145,133)

81. **The Berenstain Bears in the Dark.** Stan and Jan Berenstain. Random House, 1982 (144,888)

82. **The Horse and His Boy.** C. S. Lewis. Collier, 1970 (144,266)

83. **Madeline.** Ludwig Bemelmans. Puffin, 1977 (142,275)

84. **Hansel and Gretel.** C. North, illus. by Terri Super. Western, 1990 (141,829)

85. **The Magician's Nephew.** C. S. Lewis. Collier, 1970 (140,857)

86. **Cookie Shapes.** Illus. by Richard Brown. Western, 1979 (140,449)

87. **The Return of the Indian.** Lynne Reid Banks. Avon, 1987 (140,400)

88. **Make Way for Ducklings.** Robert McCloskey. Puffin, 1976 (139,957)

89. **The Last Battle.** C. S. Lewis. Collier, 1970. Collier, 1970 (138,225)

90. **Scary Stories to Tell in the Dark.** Alvin Schwartz, illus. by Stephen Gammell. HarperCollins, 1986 (136,506)

91. **The Berenstain Bears and the Double Dare.** Stan and Jan Berenstain. Random House, 1988 (136,136)

92. **Karen's Witch (BSLS #1).** Ann M. Martin. Scholastic, 1988 (135,500)

93. **All by Myself.** Mercer Mayer. Western, 1983 (135,002)

94. **Dawn and the Older Boy (BSC #37).** Ann M. Martin. Scholastic, 1990 (134,300)

95. **Bunnicula.** James Howe. Avon, 1980

96. **When I Get Bigger.** Mercer Mayer. Western, 1983 (132,417)

97. **50 Simple Things Kids Can Do to Save the Earth.** EarthWorks Group, 1990 (132,000)

98. **Baby-sitters Island Adventure (BSC Super Special #4).** Ann M. Martin. Scholastic, 1990 (130,700)

99. **Little Rabbit.** Judy Dunn, illus. by Phoebe Dunn. Random House, 1980 (130,693)

100. **The Baby-sitter.** R. L. Stine. Scholastic, 1989 (130,200)

101. **The Berenstain Bears and the Bad Habit.** Stan and Jan Berenstain. Random House, 1987 (130,093)

102. **Cinderella.** Walt Disney Co. Western, 1987 (130,001)

103. **Frog and Toad Are Friends.** Arnold Lobel. HarperCollins, 1979 (129,171)

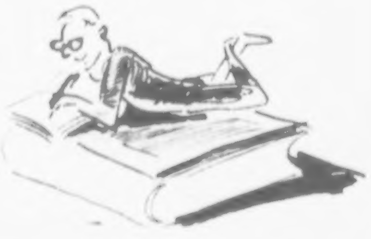
104. **Clifford the Small Red Puppy.** Norman Bridwell. Scholastic, 1985 (127,900)

105. **The Berenstain Bears' Trouble at School.** Stan and Jan Berenstain. Random House, 1987 (127,602)

106. **The Kid Who Only Hit Homers.** Matt Christopher. Little, Brown, 1972 (127,149)

107. **Going Places.** Jessie Smith, illus. by Tom Cooke. Western, 1988 (126,543)

108. **The New Baby.** Mercer Mayer. Western, 1983 (125,108) ☐



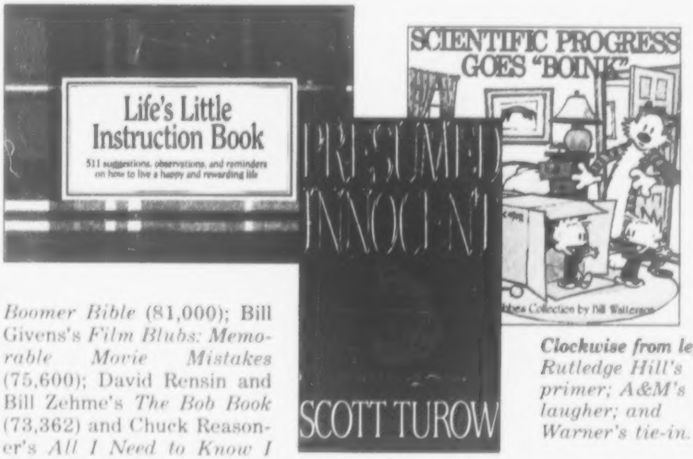
Hope, Humor and Hollywood Drive Paperbacks

In mass market, Turow books top 10 million; good year for Harris, Steele, Clancy

The number of trade paperback bestsellers in 1991 rose from 1990 levels, as recorded in *Publishers Weekly*'s annual trade paperbacks top-sellers list, compiled since 1977 and defined by publishers' sales figures of 50,000 copies or more. (The titles include annuals, atlases and almanacs.) Books on the current list were published in 1990 or 1991, although sales figures are given for 1991 only.

In 1991 there were 262 trade paperback bestsellers, up from 226 in 1990 and 231 in 1989. The top-ranking trade paperback of 1991 sold 1.5 million copies, compared with a figure of 1,305,713 in 1990; top sellers in 1989 and 1988 sold 1,575,000 and 1,253,000, respectively.

Consumers hard hit by a recession and coping with day-to-day travails consoled themselves in 1991 with H. Jackson Brown Jr.'s inspirational title *Life's Little Instruction Book* (1.5 million), an original. They also were cheered by two originals from perennially bestselling cartoonist Bill Watterson: *Scientific Progress Goes "Boink"* (1,233,000) and *The Revenge of the Baby-Sat* (1,226,000). Other top-ranking 1991 trade paperbacks that sought to serve up the laughs included Gary Larson's *Unnatural Selections* (780,000) and *Wiener Dog Art* (113,000); Jim Davis's *Garfield Takes Up Space* (275,000), *Garfield Says a Mouthful* (230,000), *The Sixth Garfield Treasury* (130,000), *Garfield: The Truth About Cats* (110,000), *Garfield Gets a Life* (100,000) and *Garfield Be My Valentine Postcard Book* (80,000); Watterson's *The Authoritative Calvin and Hobbes* (237,000) and *Weirdos from Another Planet!* (183,000); Jay Leno's *Headlines III* (173,450); Bathroom Readers Inst.'s *Uncle John's 4th Bathroom Reader* (89,683); Robert F. Laird's *The Boomer Bible* (81,000); Bill Givens's *Film Flubs: Memorable Movie Mistakes* (75,600); David Rensin and Bill Zehme's *The Bob Book* (73,362) and Chuck Reasoner's *All I Need to Know I Learned from My Dead Cat* (60,000)—all originals—and Dave Barry's *Dave Barry Turns 40* (160,000), a reprint.


Life's Little Instruction Book
511 suggestions, observations, and reminders on how to live a happy and rewarding life
PRESUMED INNOCENT
SCOTT TUROW
SCIENTIFIC PROGRESS GOES "BOINK"
A Calvin and Hobbes Collection by Bill Watterson

Clockwise from left: *Rutledge Hill's primer; A&M's laugher; and Warner's tie-in.*

Top-ranking 1991 titles that focused on physical or emotional health and fitness included Martin Katahn, M.D. and Jamie Pope-Cordie's *T-Factor Fat Gram Counter* (819,052); Robert Hemfelt, Frank Minirth, Paul Meier and Paul Hawkins's *Love Is a Choice: Recovery for Codependent Relationships* (123,446) and John A. McDougall, M.D.'s *The McDougall Program: 12 Days to Dynamic Health* (50,000)—all reprints; Covert Bailey's revised *The New Fit or Fat* (225,000); and the following originals: James Balch, M.D. and Phyllis Balch's *Prescription for Nutritional Healing* (270,000); Joyce Vedral's *The Fat Burning Workout* (266,700); Anne Wilson Schaef's *Meditations for Women Who Do Too Much* (199,534); Richard Fowler and Robert Hemfelt's *Serenity: A Companion for Twelve Step Recovery* (143,920); American Heart Association's *American Heart Association Fat and Cholesterol Counter* (133,533); Winter Griffith, M.D.'s *Complete Guide to Prescription & Nonprescription Drugs* (130,000); Melody Beattie's *Language of Letting Go* (94,596); Julie Davis's *30 Day Summer Shape Up* (77,000); Rokelle Lerner's *Affirmations for the Inner Child* (52,000) and Robert Kennedy's *Bodybuilding Basics* (51,964).

Some intellectually stimulating 1991 bestsellers were: Peter Mayle's *A Year in Provence* (235,000); David Fromkin's *A Peace to End All Peace* (180,235); Hedrick Smith's *The New Russians* (170,000); A. S. Byatt's *Possession: A Romance* (125,000); Jill Ker Conway's *The Road from Coorain* (110,000); Mary Catherine Bateson's *Composing a Life* (105,000); Charles Johnson's *Middle Passage* (93,000); Diane Ackerman's *A Natural History of the Senses* (82,000); Camille Paglia's *Sexual Personae* (70,000); Barbara Kingsolver's *Animal Dreams* (69,874); Anais Nin's *Henry and June* (65,108); Dennis McFarland's *The Music Room* (64,276); Charles Palliser's *The Quincunx* (60,000); Dan Raviv and Yossi

Melman's *Every Spy a Prince* (55,000); Sandra Cisneros's *The House on Mango Street* (52,000); and Joyce Carol Oates's *Because It Is Bitter and Because It Is My Heart* (50,000)—all reprints—and Douglas Coupland's *Generation X* (72,255), an original.

Other strong categories included male-female relationship guides, computers, environment, romance fiction, the Gulf war, science fiction, leadership and management, television and movie tie-ins and cookbooks.

Mass Market

A total of 117 mass market titles published in 1990 or 1991 reported in-print figures at the end of 1991 of at least one million copies and thus qualified for *PW*'s 1991 mass market bestseller list; by contrast, 123 and 119 titles appeared on the 1990 and 1989 lists, respectively. Two titles topped four million on the 1991 list and three topped four million on the 1989 list; none topped four million on the 1990 list.

The 1991 top five contenders were: Scott Turow's *Presumed Innocent* (6,938,000) and Thomas Harris's *Silence of the Lambs* (4,300,000), both movie tie-in reprints; Danielle Steel's *Daddy* (3,985,000) and *Star* (3,960,000), and Tom Clancy's *Clear and Present Danger* (3,724,000)—all reprints. Turow also appeared on the bestseller lists with the reprint *The Burden of Proof* (3,300,000); Steel and Harris showed again with the reprints *Message from Nam* (3,200,000) and *Red Dragon* (1,325,000), respectively.

Other authors who made multiple appearances on *PW*'s 1991 mass market bestseller lists were V. C. Andrews, Stephen King, Dean R. Koontz, Mary Higgins Clark, LaVyrle Spencer, John Saul, Pat Booth, Peter Straub, Johanna Lindsey, Janet Dailey, Belva Plain, Jude Deveraux, Stephen Coonts, Dale Brown, Larry McMurtry, Julie Garwood, Jack Higgins, John Sanford, Maeve Binchy, Janelle Taylor, Fern Michaels and Tony Hillerman. —PENNY KAGANOFF

TRADE PAPERBACKS

Listed here are trade paperbacks (originals, reprints or books issued in dual editions) published in 1990 or 1991 of which publishers have billed and shipped at least 50,000 copies to bookstores in 1991. Please note that publishers' sales figures do not necessarily represent final net sales, since they do not always reflect returns. Some sales figures were submitted in confidence, for use only in placing titles in their correct positions. Titles that were released in 1990 are marked with an asterisk. Almanacs, atlases and annuals are listed in the box on page S29.

500,000+

Life's Little Instruction Book. H. Jackson Brown, Jr. Original. Rutledge Hill (1,500,000)

Scientific Progress Goes "Boink." Bill Watterson. Original. Andrews & McMeel (1,233,000)

The Revenge of the Baby-Sat. Bill Watterson. Original. Andrews & McMeel (1,226,000)

*** Seven Habits of Highly Effective People.** Stephen R. Covey. Reprint. Fireside

*** All I Need to Know I Learned from My Cat.** Suzy Becker. Original. Workman (844,000)

T-Factor Fat Gram Counter. Martin Katahn, M.D., and Jamie Pope-Cordle. Reprint. Norton (819.052)

Unnatural Selections. Gary Larson. Original. Andrews & McMeel (780,000)

*** Armageddon, Oil and the Middle East Crisis.** John F. Walvoord. Revised. Zondervan (713,827)

*** From Beirut to Jerusalem.** Thomas Friedman. Reprint. Anchor

Dianetics: The Modern Science of Mental Health. L. Ron Hubbard. Reprint. Bridge (585,216)

You Just Don't Understand. Deborah Tannen. Reprint. Ballantine (565,000)

200,000+

An Altogether New Book of Top Ten Lists from "Late Night With David Letterman." David Letterman and the *Late Night with David Letterman* Writers. Original. Pocket

Don't Know Much About History. Kenneth Davis. Reprint. Avon (315,000)

A Southern Belle Primer. Marlyn Schwartz. Original. Doubleday

The Rise of Babylon. Charles Dyer. Original. Tyndale House (301,262)

*** The Witching Hour.** Anne Rice. Reprint. Ballantine (300,000)

Garfield Takes Up Space. Jim Davis. Original. Ballantine (275,000)

*** Prescription for Nutritional Healing.** James Balch, M.D., and Phyllis Balch. Original. Avery (270,000)

The Fat Burning Workout. Joyce Vedral. Original. Warner (266,700)

Star Trek: The Next Generation Technical Manual. Michael Okuda and Rick Sternback. Original. Pocket

*** The Authoritative Calvin and Hobbes.** Bill Watterson. Original. Andrews & McMeel (237,000)

A Year in Provence. Peter Mayle. Reprint. Vintage (235,000)

*** Garfield Says a Mouthful.** Jim Davis. Original. Ballantine (230,000)

New Fit or Fat. Covert Bailey. Revised. Houghton Mifflin (225,000)

50 More Things You Can Do to Save the Earth. EarthWorks Group. Original. Andrews and McMeel (219,000)

The Simpson's Rainy Day Fun Book. Matt Groening. Original. HarperPerennial (213,301)

Pocahontas. Susan Donnell. Original. Berkley (205,000)

*** P.S. I Love You: When Mom Wrote She Always Saved the Best for Last.** H. Jackson Brown Jr. Original. Rutledge Hill (205,000)

Aunt Bee's Mayberry Cookbook. Jim Clark and Ken Beck. Original. Rutledge Hill (200,000)

100,000+

*** Meditations for Women Who Do Too Much.** Anne Wilson Schaef. Original. Harper SanFrancisco (199,534)

Running MS-DOS. Van Wolverton. Original. Microsoft (189,320)

*** Weirdos from Another Planet!** Bill Watterson. Original. Andrews & McMeel (183,000)

*** A Peace to End All Peace.** David Fromkin. Reprint. Avon (180,235)

Controlling Your Fat Tooth. Joseph C. Piscatella. Original. Workman (177,000)

Headlines III. Jay Leno. Original. Warner (173,450)

Leadership Secrets of Attila The Hun. Wess Roberts. Reissue. Warner (172,000)

The New Russians. Hedrick Smith. Reprint. Avon (170,000)

Weight Watchers Meals in Minutes Cookbook. Weight Watchers International. Reprint. Plume (168,000)

*** Their Eyes Were Watching God.** Zora Neale Hurston. Reprint. HarperCollins (165,138)

*** 14,000 Things to Be Happy About.** Barbara Kipfer. Original. Workman (163,000)

Dave Barry Turns 40. Dave Barry. Reprint. Fawcett (160,000)

I Helped Save the Earth. Michael O'Brian. Original. Berkley (159,000)

The Cat and the Curmudgeon. Cleveland Amory. Reprint. Little, Brown (155,895)

A Time to Kill. John Grisham. Reprint. Gleneida/Wynwood (153,000)

* **A Moment in Time.** Bertrice Small. Original. Ballantine (150,000)

Sojourn. R. A. Salvatore. Original. TSR

* **Getting the Love You Want.** Harville Hendrix. Reprint (148,158)

Best Baby Name Book in the Whole Wide World. Bruce Lansky. Reprint. Meadowbrook (146,419)

Men at Work. George F. Will. Reprint. HarperPerennial (144,811)

Barbarians at the Gate. Bryan Burrough and John Helyar. Reprint. Harper Perennial (144,511)

* **Serenity: A Companion for Twelve Step Recovery.** Richard Fowler and Robert Hemfelt. Original. Thomas Nelson (143,920)

Good Morning, Holy Spirit. Benny Hinn. Reprint. Thomas Nelson (136,008)

* **The Great Hunt.** Robert Jordan. Original. Tor (135,000)

American Heart Association Fat and Cholesterol Counter. American Heart Ass'n. Original. Times (133,533)

Complete Guide to Prescription & Nonprescription Drugs. Winter Griffith, M.D. Original. Perigee (130,000)

The Sixth Garfield Treasury. Jim Davis. Original. Ballantine (130,000)

Desert Storm. Eliot Brenner and William Harwood. Original. Crown (125,451)

Possession: A Romance. A. S. Byatt. Reprint. Vintage (125,000)

Cry to Heaven. Anne Rice. Reprint. Ballantine (125,000)

* **Dance of Intimacy.** Harriet Goldhor Lerner. HarperPerennial (124,620)

Love Is a Choice: Recovery for Codependent Relationships. Robert Hemfelt, Frank Minirth, Paul Meier and Paul Hawkins. Reprint. Thomas Nelson (123,446)

* **WordPerfect 5.1: The Complete Reference.** Karen Acerson. Original. Osborne/McGraw-Hill

The Simpsons' Family Album. Matt Groening. Original. HarperPerennial (121,403)

Burpee American Gardening Series: Perennials. Suzanne Frutig Bales. Original. Prentice Hall (120,000)

* **Stick a Geranium in Your Hat and Be Happy!** Barbara Johnson. Original. Word (119,000)

Burpee American Gardening Series: Annuals. Suzanne Frutig Bales. Original. Prentice Hall (115,000)

Burpee American Gardening Series: Garden Design. Alice Ireys. Original. Prentice Hall (115,000)

Burpee American Gardening Series: Vegetables. Suzanne Frutig Bales. Original. Prentice Hall (115,000)

* **Wiener Dog Art.** Gary Larson. Original. Andrews and McMeel (113,000)

Garfield: The Truth About Cats. Jim Davis. Original. Ballantine (110,000)

* **The Road from Coorain.** Jill Ker Conway. Reprint. Vintage (110,000)

* **A Book of Angels.** Sophy Burnham. Original. Ballantine (110,000)

* **Whack on the Side of the Head.** Robert von Oech. Original. Warner (105,675)

* **Composing a Life.** Mary Catherine Bateson. Reprint. Plume (105,000)

* **WordPerfect 5.1 Made Easy.** Mella Mineberg. Original. Osborne/McGraw-Hill

Friday Night Lights. H. G. Bissinger. Reprint. HarperPerennial (102,894)

When I Am an Old Woman I Shall Wear Purple. Edited by Sandra Kay Martz. Original. Papier-Mache (102,232)

How to Go to Hell. Matt Groening. Original. HarperPerennial (101,207)

Garfield Gets a Life. Jim Davis. Original. Ballantine (100,000)

Canticle. R. A. Salvatore. Original. TSR

Firstborn. Paul Thompson and Tonya Carter. Original. TSR

The Kinslayer Wars. Douglas Niles. Original. TSR

Kindred Spirits. Mark Anthony. Original. TSR

Always Kiss with Your Whiskers: Love Advice from My Cat. Liz Nickles & Tamara Asseyev. Original. Pocket

75,000+

The Love Hunger Weight-Loss Workbook. Frank Minirth, Paul Meier, Robert Hemfelt and Sharon Sneed. Original. Thomas Nelson (97,466)

* **Language of Letting Go.** Melody Beattie. Original. Harper San Francisco (94,596)

Middle Passage. Charles Johnson. Reprint. Plume (93,000)

Uncle John's 4th Bathroom Reader. Bathroom Readers Inst. Original. St. Martin's (89,683)

* **The Bondage Breaker.** Neil Anderson. Original. Harvest House (87,047)

Dead Air: A Novel. Bob Larson. Original. Thomas Nelson (85,042)

* **The "Late Night with David Letterman" Book of Top Ten Lists.** David Letterman and the *Late Night with David Letterman* Writers. Original. Pocket

The Broken Cord. Michael Dorris. Reprint. HarperPerennial (82,969)

* **Wreaths 'Round the Year.** Dawn Cusick and Rob Pulleyn. Original. Sterling (82,385)

* **The Mambo Kings Play Songs of Love.** Oscar Hijuelos. Reprint. HarperPerennial (82,009)

A Natural History of the Senses. Diane Ackerman. Reprint. Vintage (82,000)

* **The Leadership Challenge: How to Get Extraordinary Things Done in Organizations.** James M. Kouzes and Barry Z. Posner. Reprint. Jossey-Bass (81,007)

The Boomer Bible. Robert F. Laird. Original. Workman (81,000)

* **Dances with Wolves—The Illustrated Story of the Epic Film.** Kevin Costner, Michael Blake and Jim Wilson. Original. Newmarket (80,000)

The Autobiography of FBI Special Agent Dale Cooper. Scott Frost. Original. Pocket

Cat-Dependent No More. "Dr." Jeffrey Reid. Original. Fawcett (80,000)

Garfield Be My Valentine Postcard Book. Jim Davis. Original. Ballantine (80,000)

Who Do Dogs Have Wet Noses? David Feldman. Reprint. HarperPerennial (79,838)

Sports Illstated. Edited by Rick Wolff. Original. Andrews & McMeel (79,000)

Book of Questions, Business, Politics & Ethics. Gregory Stock. Original. Workman (78,000)

Nutcracker. Maurice Sendak. Reprint. Crown (77,176)

* **Dvorak's Guide to DOS and PC Performance.** John C. Dvorak. Original. Osborne/McGraw-Hill

30-Day Summer Shape Up. Julie Davis. Original. Bantam (77,000)

10,000 Baby Names. Bruce Lansky. Reprint. Meadowbrook (76,424)

Black Bart Says Draw. Bill Amend. Original. Andrews & McMeel (76,000)

* **Film Blubs: Memorable Movie Mistakes.** Bill Givens. Original. Carol Pub/Citadel (75,600)

* **Courage to Heal Workbook.** Ellen Bass and Laura Davis. Original (75,410)

The Joy of Photography. Editors of Eastman Kodak. Revised. Addison-Wesley (75,000)

Song of the Saurials. Kate Novak and Jeff Grubb. Original. TSR

The Parched Sea. Troy Denning. Original. TSR

Elfshadow. Elaine Cunningham. Original. TSR

The Verdant Passage. Troy Denning. Original. TSR

Desert Shield. Robert F. Dorr. Original. Motorbooks International (75,000)

[Continued on p.28]

The Quailinesti. Paul Thompson and Tonya Carter. Original. TSR

Wanderlust. Mary Kirchoff and Steve Winter. Original. TSR

Vampire of the Mists. Christie Golden. Original. TSR

50,000+

The Bob Book. David Rensin and Bill Zehme. Original. Dell (73,362)

• Leadership Is an Art. Max DePree. Reprint. Dell (73,242)

Palace Walk. Naguib Mahfouz. Reprint. Anchor

Generation X. Douglas Coupland. Original. St. Martin's (72,255)

Panati's Parade, Fads & Follies. Charles Panati. Dual. HarperPerennial (70, 617)

Sexual Personae: Art and Decadence from Nefertiti to Emily Dickinson. Camille Paglia. Reprint. Vintage (70,000)

Fast Food Facts. Marion Franz. Revision. Chronimed/DCI (70,000)

Animal Dreams, Barbara Kingsolver. Reprint. HarperPerennial (69,874)

• Quicken 4 Made Easy. David and Mary Campbell. Original. Osborne/McGraw-Hill

DOS Power Tools. Paul Somerson. Original. Bantam (68,000)

The Making of Terminator 2. Don Shay and Jody Duncan. Original. Bantam (68,000)

Politics of Rich and Poor. Kevin Phillips. Reprint. HarperPerennial (67,572)

Car Talk. Tom and Ray Magliozzi with Terry Bisson. Original. Dell (67,569)

• Henry and June. Anais Nin. Reprint/Movie tie-in. HBJ/Harvest (65,108)

• Bride's Wedding Planner—Revised. Bride's Magazine. Revised. Fawcett (65,000)

The Expendables. Leonard B. Scott. Original. Ballantine (65,000)

The Whole Pop Catalog. Berkeley Pop Culture Group. Original. Avon (65,000)

Escape the Coming Night. David Jeremiah and C. C. Carlson. Original. Word (65,000)

• Sundays at Moosewood Restaurant. Moosewood Collective. Original. Fireside

Twin Peaks Access Guide to the Town. David Lynch, Scott Frost and Richard Saul Wurman. Original. Pocket

The Music Room. Dennis McFarland. Reprint. Avon (64,276)

• Router Basics. Patrick Spielman. Original. Sterling (64,122)

Scroll Saw Basics. Patrick Spielman. Original. Sterling (62,751)

Riders on the Storm: My Life with Jim Morrison and the Doors. John Densmore. Reprint. Dell (63,660)

• Chuck Amuck. Chuck Jones. Reprint. Avon (62,213)

MS-DOS Commands: Microsoft Quick Reference. Van Wolverton. Original. Microsoft (62,178)

Search for Significance. Robert McGee. Original. Word (62,000)

365 TV-Free Activities You Can Do with Your Child. Steve and Ruth Bennett. Original. Bob Adams. (62,000)

Resumes That Knock 'Em Dead. Martin Yate. Original. Bob Adams (60,078)

• Unbelievably Good Deals & Great Adventures That You Absolutely Can't Get Unless You're over 50. Joan Rattner Heilman. Reprint. Contemporary (60,061)

The Quincunx. Charles Palliser. Reprint. Ballantine (60,000)

The Joy of Snacks. Nancy Cooper. Revision. Chronimed/DCI (60,000)

Farmhouse Cookbook. Susan Herrmann Loomis. Original. Workman (60,000)

Jewish As a Second Language. Molly Katz. Original. Workman (60,000)

All I Need to Know I Learned from My Dead Cat. Chuck Reasoner. Original. Perigee (60,000)

Songs of the Doomed. Dr. Hunter S. Thompson. Reprint. Pocket

Windows 3.0 Power Tools. William B. Leblond and Jennifer L. Polonius. Original. Bantam (59,000)

Content of Our Character. Shelby Steele. Reprint. HarperPerennial (58,975)

World's Strangest "True" Ghost Stories. John Macklin. Reprint. Sterling (58,625)

Parting with Illusions. Vladimir Pozner. Reprint. Avon (58,450)

Flow. Mihaly Csikszentmihalyi. Reprint. HarperPerennial (58,399)

Allies in Healing. Laura Davis. Reprint. HarperPerennial (58,112)

Free Stuff for Kids. Free Stuff Editors. Original. Meadowbrook (57,594)

• Quality School. William Glasser. Original. HarperPerennial (57,591)

Peace, Love & Healing. Bernie Segal. HarperPerennial (57,474)

A Mom's Life. Kathryn Grody. Original. Avon (57,101)

The Empowered Manager: Positive Political Skills at Work. Peter Block. Reprint. Jossey-Bass (56,903)

• Uncle John's 3rd Bathroom Reader. Bathroom Readers Inst. Original. St. Martin's (56,650)

Alexandra Stoddard's Living Beautifully Together. Alexandra Stoddard. Reprint. Avon (56,363)

I'd Go with the Helmet, Ray. Original. G. B. Trudeau. Andrews & McMeel (56,000)

• More Headlines. Jay Leno. Original. Warner (56,000)

• Prodigy Made Easy. Pamela Kane. Original. Osborne/McGraw-Hill

Every Spy a Prince. Dan Raviv and Yossi Melman. Reprint. Houghton Mifflin (55,000)

What, Me Pregnant? Lynn Johnston. Original. Andrews & McMeel (55,000)

1,401 Things That P*ss Me Off. I. M. Peeved. Original. Perigee (55,000)

Rotisserie League Baseball. Glen Waggoner. Original. Bantam (55,000)

My Crowd: The Addams Family Tie-in Edition. Charles Addams. Original/Movie tie-in. Fireside

In Living Color. Nelson George. Original. Warner (53,275)

Son of Film Flubs: More Memorable Movie Mistakes. Bill Givens. Original. Citadel/Carol (53,069)

Speed Cleaning. Jeff Campbell and The Clean Team. Revised. Dell (52,504)

The House on Mango Street. Sandra Cisneros. Reprint. Vintage (52,000)

Wicked Spanish. Howard Tomb. Original. Workman (52,000)

• The Feeling Good Handbook. David D. Burns, M. D. Reprint. Plume (52,000)

• Ernie's Postcard Book. Tony Mendoza. Original. Capra (52,000)

A Bed by the Window. M. Scott Peck. Reprint. Bantam (52,000)

Nolan Ryan's Pitcher's Bible. Nolan Ryan and Tom House. Original. Fireside

• Affirmations for the Inner Child. Rokelle Lerner. Original. Health Communications (52,000)

Bodybuilding Basics. Robert Kennedy. Original. Sterling (51,964)

The Power of Myth. Joseph Campbell. Reprint. Anchor

Welcome to Club Scud. G. B. Trudeau. Original. Andrews & McMeel (51,000)

Reflections. Cathy Guisewite. Original. Andrews & McMeel (51,000)

Running Microsoft Excel. The Cobb Group. Original. Microsoft (50,953)

• Self Analysis. L. Ron Hubbard. Reprint. Bridge (50,914)

Fire in the John. Alfred Gingold. Original. St. Martin's (50,898)

Perfect Health. Dr. Deepak Chopra. Reprint. Crown (50,786)

How Not to Turn into Your Mother. Linda Sunshine. Original. Dell (50,623)

• Adult Children of Alcoholics Expanded, Rev. ed. Janet G. Woititz. Revised. Health Communications (50,500)

Lakota Woman. Mary Crow Dog. Reprint. HarperPerennial (50,097)

Balloon Cartoons. Aaron Hsu-Flanders. Contemporary (50,027)

• Being Happy! Andrew Matthews. Reprint. Price Stern Sloan (50,000)

Love Hunger. Meier, Minirth, et al. Reprint. Fawcett (50,000)

Why Things Are. Joel Achenbach. Original. Ballantine (50,000)

A Harvard Education in a Book. Editors of the Harvard Lampoon. Original. Perigee (50,000)

Because It Is Bitter, and Because It Is My Heart. Joyce Carol Oates. Reprint. Plume (50,000)

Feathered Dragon. Douglas Niles. Original. TSR

Red Magic. Jean Rabe. Original. TSR

Dark Heart. Tina Daniell. Original. TSR

Knight of the Black Rose. James Lowder. Original. TSR

Beyond the Moons. David Cook. Original. TSR

Into the Void. Nigel Findley. Original. TSR

Lightning's Daughter. Mary H. Herbert. Original. TSR

She Just Wants the Hot Wax. Jim Unger. Original. Andrews & McMeel (50,000)

The McDougall Program: 12 Days to Dynamic Health. John A. McDougall, M.D. Reprint. Plume (50,000)

Penny Whistle Christmas Party Book. Meredith Brokaw and Annie Gilbar. Original. Fireside

Planet Drum. Mickey Hart. Original. Harper San Francisco (50,000)

Earth Prayers. Edited by Elizabeth Roberts. Original. Harper SanFrancisco (50,000)

The Joy of Christmas. Helen Feingold and Mary Lee Grisani. Reprint. Barron's

MASS MARKET PAPERBACKS

The following is a listing of those mass market titles published in 1990 or 1991 with 1991 in-print figures exceeding one million copies. Figures represent publishers' claims of copies in print and, as such, do not indicate how well the books sold.

Titles marked with asterisks were released in 1990; sales figures for some titles were submitted in confidence, for use only in placing titles in their correct positions.

3 Million+

* **Presumed Innocent.** Scott Turow. Reprint/Movie tie-in. Warner (6,938,000)
The Silence of the Lambs. Thomas Harris. Reprint/Movie tie-in. St. Martin's (4,300,000)
* **Daddy.** Danielle Steel. Reprint. Dell (3,985,000)
* **Star.** Danielle Steel. Reprint. Dell (3,960,000)
* **Clear & Present Danger.** Tom Clancy. Reprint. Berkley (3,724,000)
The Burden of Proof. Scott Turow. Reprint. Warner (3,300,000)
Llewellyn's Moon Sign Book. Llewellyn Original. Llewellyn (3,210,000)
Message from Nam. Danielle Steel. Reprint. Dell (3,200,000)
* **Dark Half.** Stephen King. Reprint. Signet/Penguin (3,194,000)
* **Web of Dreams.** V. C. Andrews. Original. Pocket
* **Dawn.** V. C. Andrews. Original. Pocket

2 Million+

Megatrends. John Naisbitt. Reissue. Warner (2,878,000)
* **Drawing of the Three (Dark Tower #3).** Stephen King. Reprint. Signet-/Penguin (2,746,000)
Four Past Midnight. Stephen King. Reprint. Signet/Penguin (2,665,000)
* **Memories of Midnight.** Sidney Sheldon. Reprint. Warner (2,650,000)
Secrets of the Morning. V. C. Andrews. Original. Pocket
* **While My Pretty One Sleeps.** Mary Higgins Clark. Reprint. Pocket
The Stand (Unexpurgated Edition). Stephen King. Reprint. Signet/Penguin (2,466,000)
September. Rosamunde Pilcher. Reprint. St. Martin's (2,400,000)
The Plains of Passage. Jean M. Auel. Reprint. Bantam (2,400,000)
* **The Joy Luck Club.** Amy Tan. Reprint. Ivy (2,325,000)
* **Bad Place.** Dean R. Koontz. Reprint. Berkley (2,256,000)
Lady Boss. Jackie Collins. Reprint. Pocket
* **Pillars of the Earth.** Ken Follett. Reprint. Signet/Penguin (2,238,000)

ALMANACS, ATLASES & ANNUALS

The World Almanac & Book of Facts 1992. Mark S. Hoffman, editor. Original. Pharos (2,100,000)
1991 Mobil Travel Guide: California & The West. Revised. Prentice Hall (850,000)
1991 Mobil Travel Guide: Middle Atlantic. Revised. Prentice Hall (850,000)
1991 Mobil Travel Guide: Great Lakes. Revised. Prentice Hall (850,000)
1991 Mobil Travel Guide: Northeast. Revised. Prentice Hall (850,000)
1991 Mobil Travel Guide: Southeast. Revised. Prentice Hall (850,000)
1991 Mobil Travel Guide: Southwest. Revised. Prentice Hall (850,000)
J. K. Lasser's Your Income Tax Guide 1991. J. K. Lasser Institue. Original. Prentice Hall (795,000)
* **Ernst & Young's Arthur Young Tax Guide—1991.** Ernst, Young and Bernstein. Original. Ballantine (475,000)
Information Please Almanac. Edited by Otto Johnson. Original. Houghton Mifflin (350,000)
The World Almanac & Book of Facts 1991. Mark S. Hoffman, editor. Original. Pharos (300,000)
Sports Illustrated 1992 Sports Almanac. Editors of Sports Illustrated. Original. Little, Brown (273,173)
* **Steve Birnbaum's Guide to Walt Disney World 1991.** Steve Birnbaum. Original. Avon (200,000)
1991 Mobil Road Atlas. Original. Prentice Hall (150,000)
IPA Sports '92. Edited by Allen Hammond. Original. Houghton Mifflin (150,000)
Let's Go Europe '92. Harvard Student Agency. Original. St. Martin's (132,208)
USA Today Sport Atlas. Will Balliett & f-stop Fitzgerald. Original. Prentice Hall (125,000)
The Universal Almanac, 1992 edition. John W. Wright, general editor. Original. Andrews and McMeel (104,000)
Frommer's Europe on $45 a Day, 1991 edition. Original. Prentice Hall (102,000)
Truckers Road Atlas. Original. Prentice Hall (100,000)
Knock 'Em Dead with Great Answers to Tough Interview Questions, 1991 edition. Martin Yate. Original. Bob Adams. (93,000)
The Princeton Review: Cracking the System, the SAT and PSAT 1992 edition. Adam Robinson and John Katzman. Original. Villard (90,000)
The Unofficial Guide to Disney World and Epcot 1991. Bob Sehlinger. Original. Prentice Hall (90,000)
* **GED: High School Equivalency Test, 12th edition.** Original. Prentice Hall (87,000)
Kovels' Antiques & Collectibles Price List, 1991. Ralph and Terry Kovel. Original. Crown (79,820)
* **10 SATs, 4th edition.** College Board. Original. College Board (76,718)
Let's Go USA '92. Harvard Student Agency. Original. St. Martin's (68,514)
Best American Short Stories. Edited by Alice Adams. Original. Houghton Mifflin (66,000)
The Best of the Old Farmer's Almanac. Judson Hale, editor. Original. Random House (65,939)
Essential Guide to Prescription Drugs. James W. Long, M.D. Dual. HarperPerennial (65,621)
Hugh Johnson's Pocket Guide to Wine 1992. Hugh Johnson. Original. Fireside
1992 IPA Environmental Almanac. Edited by Allen Hammond. Original. Houghton Mifflin (60,000)
Roger Ebert's Movie Home Companion, 1992 edition. Roger Ebert. Original. Andrews & McMeel (58,000)
* **Fodor's Disney World & the Orlando Area '91.** Original. Fodor's (54,300)
* **Fodor's Caribbean '91.** Original. Fodor's (53,500)
SAT—Barron's How to Prepare for the Scholastic Aptitude Test—SAT, 16th edition. Samuel Brownstein, Mitchel Weiner and Sharon Weiner Green. Original. Barron's
GRE—Barron's How to Prepare for the Graduate Record Exam—GRE, 9th edition. Samuel C. Brownstein, Mitchel Weiner and Sharon Weiner Green. Original. Barron's
GMAT—Barron's How to Prepare for the Graduate Management Admission Test—GMAT, 9th edition. Eugene D. Jaffe and Stephen Hilbert. Original. Barron's
GED—How to Prepare for the High School Equivalency Examination—GED, 8th edition. Murray Rockowitz, Samuel Brownstein and Max Peters. Original. Barron's
LSAT—How to Prepare for the Law School Admission Test, 8th edition. Jerry Bobrow. Original. Barron's
PAC—Barron's Profiles of American Colleges, 18th edition. Edited by the College Division of Barron's Educataion. Series Inc. Original. Barron's
ACT—How to Prepare for the ACT, 9th edition. George Ehrenhaft, Robert L. Lehrman, Allan Mundsack and Fred Obrecht. Original. Barron's
501 Spanish Verbs, 3rd edition. Christopher Kendris. Original. Barron's
SAT: Scholastic Aptitude Test, 9th ed. Original. Prentice Hall (50,000)

It Was on Fire When I Lay Down on It. Robert Fulghum. Reprint. Ivy (2,100,000)
Cold Fire. Dean R. Koontz. Reprint. Berkley (2,079,000)
* **Servants of Twilight.** Dean R. Koontz. Berkley (2,066,000)
The Bourne Ultimatum. Robert Ludlum. Reprint. Bantam (2,000,000)

1.5 Million+

* **Dances with Wolves.** Michael Blake. Reissue/Movie tie-in. Fawcett (1,975,000)
Voice of the Night. Dean R. Koontz. Reprint. Berkley (1,995,000)
* **Rivals.** Janet Dailey. Reprint. Fawcett (1,925,000)
The Women in His Life. Barbara Taylor Bradford. Reprint. Ballantine (1,850,000)
A Ruling Passion. Judith Michael. Reprint. Pocket
* **Mutation.** Robin Cook. Reprint. Berkley (1,705,000)
Once a Princess. Johanna Lindsey. Original. Avon (1,525,792)
Caribbean. James A. Michener. Reprint. Fawcett (1,650,000)
The Anastasia Syndrome. Mary Higgins Clark. Reprint. Pocket
* **Polar Star.** Martin Cruz Smith. Reprint. Ballantine (1,600,000)
Bittersweet. LaVyrle Spencer. Reprint. Jove (1,580,000)
* **Blessings.** Belva Plain. Reprint. Dell (1,575,000)
* **Red Phoenix.** Larry Bond. Reprint. Warner (1,575,000)
* **Morning Glory.** LaVyrle Spencer. Reprint. Jove (1,549,000)
First Man in Rome. Colleen McCullough. Reprint. Avon (1,666,194)
* **A Woman Named Jackie.** C. David Heymann. Reprint. Signet (1,662,000)
Harmful Intent. Robin Cook. Reprint. Berkley (1,506,000)
The Gold Coast. Nelson DeMille. Reprint. Warner (1,500,000)

1 Million+

Sleepwalk. John Saul. Original. Bantam (1,451,000)
Malibu. Pat Booth. Reprint. Ballantine (1,450,000)
* **California Gold.** John Jakes. Reprint. Ballantine (1,450,000)
Mystery. Peter Straub. Reprint. Signet (1,450,000)
* **Gentle Rogue.** Johanna Lindsey. Original. Avon (1,403,091)
* **A Prayer for Owen Meany.** John Irving. Reprint. Ballantine (1,400,000)
Masquerade. Janet Dailey. Reprint. Little, Brown (1,400,000)
Prisoner of My Desire. Johanna Lindsey. Original. Avon (1,400,000)
Dragon. Clive Cussler. Reprint. Pocket
Harvest. Belva Plain. Reprint. Dell (1,400,000)
Second Child. John Saul. Reprint. Bantam (1,400,000)
The Prince of Tides. Pat Conroy. Reprint. Bantam (1,400,000)
* **The Fortune.** Michael Korda. Reprint. Warner (1,359,000)
* **Almost Heaven.** Judith McNaught. Original. Pocket
* **The Temple of My Familiar.** Alice Walker. Reprint. Pocket
* **Reasonable Doubt.** Philip Friedman. Reprint. Ivy (1,350,000)
* **The Minotaur.** Stephen Coonts. Reprint. Dell (1,342,000)
The Golden Orange. Joseph Wambaugh. Reprint. Bantam (1,337,000)
* **Beverly Hills.** Pat Booth. Reprint. Ballantine (1,325,000)
* **Red Dragon.** Thomas Harris. Reprint. Dell (1,325,000)
* **Endearment.** LaVyrle Spencer. Reissue. Jove (1,309,000)
Dark Angel. Sally Beauman. Reprint. Bantam (1,301,000)
* **A Season in Hell.** Jack Higgins. Reprint. Pocket
* **A Knight in Shining Armor.** Jude Deveraux. Reprint. Pocket
The Conquest. Jude Deveraux. Original. Pocket
Mountain Laurel. Jude Deveraux. Reprint. Pocket
* **The Naked Heart.** Jacqueline Briskin. Reprint. Dell (1,300,000)
Jurassic Park. Michael Crichton. Reprint. Ballantine (1,300,000)
* **Sins of the Flesh.** Fern Michaels. Original. Ballantine (1,300,000)
***Thief of Time.** Tony Hillerman. Reprint. HarperPerennial (1,300,000)
* **The Evening News.** Arthur Hailey. Reprint. Dell (1,290,000)
* **Some Can Whistle.** Larry McMurtry. Reprint. Pocket
Under Siege. Stephen Coonts. Reprint. Pocket
* **Day of the Cheetah.** Dale Brown. Reprint. Berkley (1,239,000)
Time Bomb. Jonathan Kellerman. Reprint. Bantam (1,216,000)
The Fourth K. Mario Puzo. Reprint. Bantam (1,200,000)
Not Without My Daughter. Betty Mahmoody and William Hoffer. Reprint/Movie tie-in. St. Martin's (1,200,000)
Talking God. Tony Hillerman. Reprint. HarperPerennial (1,200,000)
An Inconvenient Woman. Dominick Dunne. Reprint. Bantam (1,164,000)
Houses Without Doors. Peter Straub. Reprint. Signet (1,115,000)
The Prize. Julie Garwood. Original. Pocket
* **Cold Harbour.** Jack Higgins. Reprint. Pocket
Buffalo Girls. Larry McMurtry. Reprint. Pocket
* **Rules of Prey.** John Sandford. Reprint. Berkley (1,132,000)
* **Spy Hook.** Len Deighton. Reprint. Ballantine (1,125,000)
* **Ultimate Prizes.** Susan Howatch. Reprint. Fawcett (1,125,000)
The Eagle and the Raven. James Michener. Reprint. Tor (1,100,000)
The Gift. Julie Garwood. Original. Pocket
The Eagle Has Flown. Jack Higgins. Reprint. Pocket
* **Silver Wedding.** Maeve Binchy. Reprint. Dell (1,100,000)
* **The Edge.** Dick Francis. Reprint. Fawcett (1,100,000)
The Outlaws of Mesquite. Louis L'Amour. Reprint. Bantam (1,100,000)
* **Garden of Lies.** Eileen Goudge. Reprint. Signet/Penguin (1,086,000)
* **The Guest of Honor.** Irving Wallace. Reprint. Dell (1,079,000)
The Mummy. Anne Rice. Reprint. Ballantine (1,075,000)
Shadow Prey. John Sandford. Reprint. Berkley (1,059,000)
Circle of Friends. Maeve Binchy. Reprint. Dell (1,050,000)
* **The Captive.** Victoria Holt. Reprint. Fawcett (1,050,000)
* **Foucault's Pendulum.** Umberto Eco. Reprint. Ballantine (1,050,000)
The Enchanted Land. Jude Deveraux. Reissue. Avon (1,045,000)
Devices and Desires. P. D. James. Reprint. Warner (1,019,000)
Hammerheads. Dale Brown. Reprint. Berkley (1,005,000)
Always & Forever. Cynthia Freeman. Reprint. Jove (1,003,000)
* **Corps III: Counter Attack.** W.E.B. Griffin. Reprint. Jove (1,001,000)
* **Playmates.** Robert B. Parker. Reprint. Berkley (1,001,000)
Stormin' Norman. Jack Anderson and Dale Van Atta. Original. Zebra (1,000,000)
Forever Ecstasy. Janelle Taylor. Original. Zebra (1,000,000)
Michael Landon: His Triumph and His Tragedy. Aileen Joyce. Original. Zebra (1,000,000)
Follow the Wind. Janelle Taylor. Reprint. Zebra (1,000,000)
Captive Secrets. Fern Michaels. Original. Ballantine (1,000,000)
Snare of Serpents. Victoria Holt. Reprint. Fawcett (1,000,000)

Compiled by Ingrid Chevannes & Dermot McEvoy.

In Religious Books, Preachers Top the Charts

Thomas Nelson and Word bestsellers dominate the list

BY WILLIAM GRIFFIN

Thomas Nelson with five titles and Word with four cleaned up in the 1991 hardcover religious bestsellers sweepstakes—Bibles excluded, of course. Add one each from Moody and Doubleday, and there are 11 frontlist religious titles that sold over 100,000 copies each last year.

While the books demonstrate considerable variety, with themes ranging from the inspirational to the international, what they have in common may be more telling in terms of their sales power. A key component of the marketing success for most of the books is undoubtedly the "media ministries" of the authors. Benny Hinn, who has the #1 title, *Good Morning, Holy Spirit*, and a 7000-member church in Florida, runs a national cable show that is broadcast three times a day. Former presidential candidate Pat Robertson (#2) is longtime host of *The 700 Club*, which is broadcast in over 80 countries. Sales for these two titles were over 400,000 copies each. Crystal Cathedral founder Robert Schuller (*Life's Not Fair, But God is Good*; #3) preaches weekly on *The Hour of Power*, a widely watched televised church services. Christian radio listeners can hear Charles Swindoll (*Simple Faith*; #6) weekly on *Insights for Living*. Internationally known crusader Billy Graham (*Hope for the Troubled Heart*; #7) is a Christian radio regular. And Larry Burkett (*The Coming Economic Earthquake*; #5), president of a ministry dedicated to teaching God's principles for financial management, does daily radio shows.

Meanwhile, all but one of the remaining books on the list have built-in constituencies: *Little House in the Ozarks* (#8) would seem to be a must-buy for *Little House on the Prairie* fans past and present. Zig Ziglar (*Ziglar on Selling*; #9) has been a sales and promotions professional for 40 years and has a long backlist of books and tapes. *Love Hunger: Recovery From Food Codependency* (#4) from Nelson's Minirth-Meier clinic is suggested reading for many eating disorder recovery groups.

PW's 1991 Religious Bestsellers

1 **Good Morning, Holy Spirit** by Benny Hinn. Nelson; 438,241

2 **The New World Order** by Pat Robertson. Word; 407,189

3 **Life's Not Fair, But God Is Good** by Robert Schuller. Nelson; 188,750

4 **Love Hunger: Recovery From Food Codependency** by Frank Minirth, Paul Meier, Robert Hemsfeldt and Sharon Sneed. Nelson; 188,030

5 **The Coming Economic Earthquake** by Larry Burkett. Moody; 165,946

6 **Simple Faith** by Charles Swindoll. Word; 130,303

7 **Hope for the Troubled Heart** by Billy Graham. Word; 127,914

8 **Little House in the Ozarks: A Laura Ingalls Wilder Sampler—The Rediscovered Writings**, edited by Stephen Hines. Nelson; 123,000

9 **Ziglar on Selling: The Ultimate Handbook for the Complete Sales Professional** by Zig Ziglar. Nelson; 114,221

10 **In the Eye of the Storm** by Max Lucado. Word; 113,693

*11 **God, Country, Notre Dame** by Theodore M. Hesburgh with Jerry Reedy. Doubleday.

*Sales figures were submitted to *PW* in confidence, for use only in placing the title in its correct position on the list.

Alumni support for their alma mater's former 35-year president must contribute to the high sales of the #11 title, Theodore Hesburgh's *God, Country, and Notre Dame*. Since he retired in 1987, Hesburgh has been involved in activities relating to world peace, the environment, ecumenism and international development; these constituencies, too, provide buyers for his autobiography.

Only San Antonio preacher Max Lucado seems without an obviously large following for his sixth book, *In the Eye of the Storm*, which is about the only day in the life of Jesus that was recorded by all four evangelists. Comments Word publisher Kip Jordon, "Lucado's books travel on the printed page alone."

Successful crossover into the secular marketplace also contributes to the high sales figures for the Christian titles. Both Jordon and Hugh Barbour, Thomas Nelson's publisher, estimate that 50% of sales for their '91 bestsellers occurred in general trade stores. *Good Morning, Holy Spirit* spent nine months on *PW*'s hardcover religious bestseller list, which was begun in February 1991 and takes its data from general independent stores, major chains, and wholesalers. *The New World Order* and *Life's Not Fair, but God is Good* both went on the list last fall and are still there as of March. Clearly these titles are selling in CBA and non-CBA stores alike.

Comments Barbour: "Our competition is Random House and Simon & Schuster—that's the shelf space I'm fighting for in the Waldens and Daltons." Barbour says he thinks the expectations for marketing plans, packaging, and editorial content are "frankly, I believe, much higher" in the general retail market than in the religious trade. □

Output Levels Off, Prices Inch Upward

1991 title production halts a three-year drop; '90 figures revised upward

BY CHANDLER B. GRANNIS

In 1987, American book title production reached 56,000; average hardcover prices jumped more than 12%. Since then, production has plummeted nearly 9000 titles, or 16%, to 1991's estimated 47,000 titles, based on preliminary figures prepared for *PW* by R.R. Bowker data serivces. With the newly updated and revised "final" total for 1990 of 46,738, as shown in Table 1, four years of significant title reduction seems to have leveled off.

Average prices, comparing preliminary 1991 data with new final 1990 figures, indicate moderate overall changes with many fluctuations in specific areas.

Figures and estimates for all books except mass market paperback are

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

CATEGORY	1989	1990 FINAL				1991 PRELIMINARY			
	ALL HARD & PAPER	HARD & TRADE PAPER			ALL HARD & PAPER	HARD & TRADE PAPER			ALL HARD & PAPER
		Books	Editions	Totals		Books	Editions	Totals	
Agriculture	562	428	85	513	514	368	98	466	468
Art	1,569	1,113	137	1,250	1,262	991	127	1,118	1,119
Biography	2,193	1,674	225	1,899	1,957	1,665	182	1,847	1,890
Business	1,569	880	295	1,175	1,191	962	329	1,291	1,298
Education	1,054	867	157	1,024	1,039	832	138	970	973
Fiction	5,941	2,725	184	2,909	5,764	2,414	185	2,599	4,199
General Works	2,332	1,456	260	1,716	1,760	1,412	241	1,653	1,684
History	2,563	1,840	375	2,215	2,243	1,719	373	2,092	2,107
Home Economics	949	595	119	714	758	566	116	682	721
Juveniles	5,413	4,496	243	4,739	5,172	4,000	254	4,254	4,555
Language	586	487	145	632	649	409	104	513	521
Law	1,096	649	244	893	896	670	289	959	967
Literature	2,298	1,802	219	2,021	2,049	1,664	226	1,890	1,903
Medicine	3,447	2,438	545	2,983	3,014	2,154	536	2,690	2,710
Music	375	223	59	282	289	222	52	274	275
Philosophy, Psychology	2,058	1,350	212	1,562	1,683	1,320	248	1,568	1,611
Poetry, Drama	1,128	826	44	870	874	770	44	814	821
Religion	2,586	2,005	267	2,272	2,285	1,738	316	2,054	2,059
Science	3,288	2,276	457	2,733	2,742	1,930	485	2,415	2,427
Sociology, Economics	7,971	6,146	846	6,992	7,042	5,564	918	6,482	5,508
Sports, Recreation	1,077	721	116	837	973	708	111	819	893
Technology	2,690	1,687	391	2,078	2,092	1,633	441	2,074	2,089
Travel	701	365	101	466	495	291	111	402	425
Total	53,446	37,049	5,726	42,775	46,743	34,002	5,924	39,926	41,223

NOTE: Figures for mass market paperbound book production are based on entries in R.R. Bowker's *Paperbound Books in Print*. Other figures are from the *Weekly Record (American Book Publishing Record)* database. N.B.: Except for mass market, all 1990 figures in tables 1–5 and A–C replace "1990 final figures" shown in *PW*, Sept. 20, 1991.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1989	1990 FINAL			1991 PRELIMINARY		
	TOTALS	NEW BOOKS	NEW ED'NS	TOTALS	NEW BOOKS	NEW ED'NS	TOTALS
Fiction	558	286	116	402	360	117	477
Nonfiction	16,055	11,234	2,525	13,759	10,154	2,638	12,792
Total	16,613	11,520	2,641	14,161	10,514	2,755	13,269

compiled from the bibliographical entries in Bowker's monthly *American Book Publishing Record* (ABPR), of which Beverly Lamar is managing editor. The ABPR database is produced from listings supplied by the Library of Congress. The need for new 1990 computations stems from a change in LC procedure. In 1989, to deal with increased demands, LC began a program of early "abbreviated cataloguing." Complete details (Dewey numbers, for instance) in a number of cases are not available for ABPR use until the year following the actual year of publication. Accordingly, it has been necessary to revise—in effect to update—the final 1990 totals. The 1990 tabulations in *PW* September 20, 1991 are therefore superseded by those appearing here.

These revisions do not apply to the mass market paperback figures presented here.

Table A-1 shows an overall price average (except mass market) of $31.60 per volume in 1990 and $31.86, preliminary, for 1991. Fiction in the two years show average per-volume prices of $19.27 and $19.91, respectively. For paperbacks other than mass maket, Table C, overall averages are $17.45 for 1990 and $18.04 for 1991.

Each of the 23 standard subject groups used here represents one or more specific Dewey Decimal Classification numbers, as follows:

Agriculture, 630-639, 712-719; Art, 700-711, 720-779; Biography, 920-929, B; Business, 650-659; Education, 370-379; Fiction; General Works, 000-099; History, 900-909, 930-999; Home Economics, 640-649; Juveniles; Language, 400-499; Law, 340-349; Literature 800-810, 813-820, 823-899; Medicine, 610-619; Music, 780-789; Philosophy, Psychology, 100-199; Poetry, Drama, 811,812,821,822; Religion, 200-299; Science, 500-599; Sociology, Economics, 300-339, 350-369, 380-399; Sports, Recreation, 790-799; Technology, 600-609, 620-629, 660-699; Travel, 910-919.

TABLE 3

MASS MARKET PAPERBACKS

CATEGORY	1989 FIN	1990 FIN.	1991 PREL.
Agriculture	4	1	2
Art	9	12	1
Biography	77	58	43
Business	20	16	7
Education	19	15	3
Fiction	2,678	2,855	1,600
General Works	64	44	31
History	32	28	15
Home Econ.	48	44	39
Juveniles	376	433	301
Language	14	17	8
Law	2	3	2
Literature	29	28	13
Medicine	29	31	20
Music	2	7	1
Philosophy, Psychology	108	121	43
Poetry, Drama	11	4	7
Religion	11	13	5
Science	16	9	12
Sociology, Economics	59	50	26
Sports, Recreation	134	136	74
Technology	17	14	15
Travel	13	29	23
Total	3,772	3,968	2,291

TABLE 4

IMPORTED TITLES

HARD & TRADE PAPER ONLY

CATEGORY	1989	1990 FINAL			1991 PRELIMINARY		
	TOTALS	BOOKS	ED'NS	TOTALS	BOOKS	ED'NS	TOTALS
Agriculture	104	68	18	86	59	13	72
Art	128	80	14	94	61	8	69
Biography	144	108	7	115	98	6	104
Business	152	111	23	134	117	9	126
Education	233	220	14	234	142	11	153
Fiction	119	139	27	166	50	2	52
General Works	322	237	29	266	192	19	211
History	376	285	44	329	223	51	274
Home Econ.	31	14	5	19	14	4	18
Juveniles	101	97	6	103	54	1	55
Language	182	176	26	202	137	21	158
Law	156	109	29	138	128	14	142
Literature	275	223	19	242	156	14	170
Medicine	712	524	64	588	330	49	379
Music	78	41	11	52	63	3	66
Philosophy, Psychology	348	270	14	284	211	18	229
Poetry, Drama	147	104	15	119	93	6	99
Religion	173	153	23	176	97	14	111
Science	1,187	910	120	1,030	609	79	688
Sociology, Economics	1,575	1,276	92	1,368	1,105	80	1,185
Sports, Recreation	94	69	6	75	58	6	64
Technology	638	480	66	546	377	43	420
Travel	39	45	3	48	34	8	42
Total	7,314	5,739	675	6,414	4,408	479	4,887

TABLE 5

TRANSLATIONS INTO ENGLISH

HARD & TRADE PAPER ONLY

	ARABIC	CHINESE	DANISH	DUTCH	FINNISH	FRENCH	GERMAN	HEBREW	ITALIAN	JAPANESE	LATIN	NORWEGIAN	RUSSIAN	SPANISH	SWEDISH	YIDDISH	OTHER	TOTALS
1986 Final	29	29	26	48	3	485	470	45	110	116	36	9	185	93	26	11	N/A	1,721
1987 Final	33	39	24	45	3	580	486	45	115	65	38	16	245	130	36	9	N/A	1,909
1988 Final	27	34	23	49	5	570	501	45	129	95	43	12	256	162	47	14	N/A	2,012
1989 Final	45	26	49	33	3	442	453	56	142	84	38	12	251	121	36	12	N/A	1,803
1990 Final	26	45	24	40	10	389	252	35	79	82	51	7	185	120	30	5	N/A	1,380
1991 Prelim.	18	33	18	28	0	340	362	38	80	77	45	6	150	116	24	11	N/A	1,346

NOTE: "Total" covers only the languages listed here.

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES

CATEGORY	1977	1989	1990 FINAL			1991 PRELIMINARY		
	PRICES	PRICES	VOLS.	$ TOTAL	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$16.24	$51.05	359	$19,472.60	$54.24	331	$19,518.32	$58.96
Art	21.24	50.30	759	32,014.30	42.18	624	27,989.22	44.85
Biography	15.34	27.34	1,337	39,547.10	29.58	1,279	35,220.09	27.53
Business	18.00	37.94	748	34,017.46	45.48	724	31,232.86	43.13
Education	12.95	37.62	562	21,759.75	38.72	490	20,116.91	41.05
Fiction	10.09	18.69	1,962	38,915.69	19.83	1,831	40,067.07	21.88
General Works	30.99	49.73	1,035	56,685.05	54.77	974	49,062.26	50.37
History	17.12	37.95	1,450	52,829.98	36.43	1,315	52,279.60	39.75
Home Economics	11.16	22.17	357	8,498.26	23.80	320	7,775.95	24.29
Juveniles	6.65	13.01	3,675	47,817.98	13.01	3,367	56,033.03	16.64
Language	14.96	47.35	312	13,408.80	42.98	221	11,530.85	52.17
Law	25.04	58.62	596	36,227.32	60.78	606	36,197.94	59.73
Literature	15.78	32.74	1,312	46,975.79	35.80	1,157	41,489.95	35.85
Medicine	24.00	69.87	2,215	160,019.61	72.24	1,842	129,735.51	70.43
Music	20.13	41.73	184	7,702.20	41.86	164	6,677.48	40.71
Philosophy, Psychology	14.43	36.55	963	39,079.83	40.58	879	37,514.84	42.67
Poetry, Drama	13.63	31.12	486	15,642.71	32.19	473	15,310.23	32.36
Religion	12.26	28.12	977	30,585.32	31.31	846	27,894.72	32.97
Science	24.88	68.90	2,028	150,855.34	74.39	1,626	129,636.97	79.72
Sociology, Economics	29.88	41.26	4,504	189,623.83	42.10	3,907	187,005.07	47.86
Sports, Recreation	12.28	29.46	403	12,300.49	30.52	387	12,167.25	31.43
Technology	23.61	71.04	1,521	116,808.11	76.80	1,398	104,699.76	74.89
Travel	18.44	31.37	181	5,504.18	30.41	133	4,267.00	32.08
Total	$19.22	$40.61	27,926	$1,176,291.50	$42.12	24,894	$1,083,422.88	$43.52

TABLE A-1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1987	1989	1990 FINAL			1991 PRELIMINARY		
	PRICES	PRICES	VOLS.	$ TOTAL	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$32.44	$34.06	288	$ 9,764.18	$ 33.90	256	$ 8,219.82	$32.10
Art	33.07	37.74	714	26,637.75	37.31	579	21,989.06	37.97
Biography	22.75	23.49	1,305	33,238.15	25.47	1,251	31,673.24	25.31
Business	30.48	34.01	705	25,681.61	36.43	676	25,723.14	38.05
Education	29.37	36.53	549	19,955.80	36.35	475	17,562.41	36.97
Fiction	17.02	18.50	1,952	37,622.79	19.27	1,823	36,307.07	19.91
General Works	34.22	37.93	896	36,373.45	40.60	868	34,604.16	39.86
History	29.58	31.96	1,407	47,516.47	33.77	1,270	44,476.64	35.02
Home Economics	19.23	21.60	353	7,919.76	22.44	317	7,588.44	23.93
Juveniles	11.29	12.19	3,671	47,297.40	12.88	3,361	44,765.71	13.31
Language	33.26	34.76	276	9,587.12	34.74	184	7,497.85	40.74
Law	37.40	38.70	464	18,756.47	40.42	462	18,835.89	40.77
Literature	28.97	30.77	1,283	42,979.29	33.50	1,136	37,994.10	33.44
Medicine	38.33	40.22	1,474	61,221.05	41.53	1,223	48,460.05	39.62
Music	31.92	35.50	174	6,646.25	38.20	155	5,894.58	38.02
Philosophy, Psychology	31.48	33.40	898	32,115.17	35.76	833	30,447.04	36.55
Poetry, Drama	24.99	27.83	476	14,247.71	29.93	465	14,371.73	30.90
Religion	23.09	26.75	950	27,832.62	29.30	823	24,819.37	30.15
Science	43.02	36.80	1,341	60,954.03	45.45	1,056	47,983.25	45.43
Sociology, Economics	31.65	35.50	4,301	162,497.08	37.78	3,693	144,755.76	39.19
Sports, Recreation	23.32	27.40	400	11,872.99	30.00	381	11,435.50	30.01
Technology	41.68	44.19	1,004	45,913.61	45.73	969	44,146.73	45.56
Travel	24.45	26.65	178	5,184.18	29.12	127	3,634.50	28.61
Total	$28.96	$30.08	25,059	$791,814.23	$31.60	22,383	$713,186.04	$31.86

TABLE B MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1989	1990 FINAL			1991 PRELIMINARY		
	PRICES	VOLS.	$ TOTAL	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$ 8.45	1	$ 3.95	$ 3.95	2	$ 6.90	$3.45
Art	11.83	11	147.45	13.40	1	19.95	19.95
Biography	6.44	58	420.00	7.24	43	263.48	6.13
Business	8.93	16	125.75	7.85	7	56.20	8.02
Education	8.42	15	121.25	8.08	3	21.90	7.30
Fiction	3.78	2,855	11,579.99	4.05	1,600	6,887.66	4.30
General Works	7.04	44	302.45	6.87	31	229.09	7.39
History	6.37	28	174.90	6.24	15	107.20	7.14
Home Economics	7.20	44	297.04	6.75	39	303.38	7.77
Juveniles	3.19	433	1,543.25	3.56	301	982.61	3.26
Language	5.49	17	91.85	5.36	8	65.25	8.15
Law	6.95	3	19.85	6.61	2	19.90	9.95
Literature	6.10	28	180.60	6.45	13	72.61	5.58
Medicine	8.11	31	255.55	8.24	20	121.91	6.09
Music	6.73	7	102.65	14.66	1	2.75	2.75
Philosophy, Psychology	5.09	121	824.95	6.81	43	345.77	8.04
Poetry, Drama	5.44	4	24.35	6.08	7	47.74	6.82
Religion	6.96	13	90.45	6.95	5	48.80	9.76
Science	9.99	9	82.55	9.17	12	113.10	9.42
Sociology, Economics	6.24	50	344.45	6.88	26	204.97	7.88
Sports, Recreation	5.66	136	719.55	5.29	74	501.03	6.77
Technology	20.95	14	338.30	24.16	15	426.25	28.42
Travel	9.95	29	325.55	11.22	23	265.85	11.55
Total	$4.32	3,967	$18,134.68	$ 4.57	2,291	$11,114.30	$4.85

TABLE C TRADE PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1977	1989	1990 FINAL			1991 PRELIMINARY		
	PRICES	PRICES	VOLS.	$ TOTAL	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$ 5.01	$16.49	142	$ 2,331.93	$16.42	117	$ 1,707.90	$ 14.59
Art	6.27	17.07	462	8,268.35	17.90	444	8,549.37	19.25
Biography	4.91	11.42	520	6,783.68	13.05	480	6,401.69	13.33
Business	7.09	21.29	398	7,804.57	19.61	428	9,134.41	21.34
Education	5.72	18.80	436	8,371.05	19.20	390	7,941.96	20.36
Fiction	4.20	9.87	885	10,018.63	11.32	723	8,160.34	11.28
General Works	6.18	26.94	629	18,660.16	29.67	568	20,162.66	35.49
History	5.81	15.69	701	12,189.53	17.39	637	10,517.46	16.51
Home Economics	4.77	12.10	351	4,552.99	12.97	345	4,444.99	12.88
Juveniles	2.68	6.64	938	6,366.75	6.78	744	5,603.67	7.53
Language	7.79	18.02	292	4,867.58	16.67	228	3,857.52	16.91
Law	10.66	23.81	269	6,765.37	25.15	268	5,711.06	21.30
Literature	5.18	14.83	671	10,427.58	15.54	591	8,995.13	15.22
Medicine	7.63	22.25	696	15,879.68	22.82	638	15,287.36	23.96
Music	6.36	18.45	92	1,764.05	19.17	99	1,730.23	17.47
Philosophy, Psychology	5.57	15.06	563	8,609.10	15.29	593	9,740.25	16.42
Poetry, Drama	4.71	10.98	368	4,573.23	12.43	313	3,672.94	11.73
Religion	3.68	11.06	1,248	15,123.35	12.12	1,135	14,364.91	12.65
Science	8.81	27.14	621	17,397.25	28.01	488	13,328.78	27.31
Sociology, Economics	6.03	20.33	2,333	45,716.77	19.60	2,001	38,157.88	19.06
Sports, Recreation	4.87	13.36	422	5,770.34	13.67	401	5,941.26	14.81
Technology	7.97	28.64	509	15,300.67	30.06	497	16,506.22	33.21
Travel	5.21	15.71	280	3,730.35	13.32	259	3,647.15	14.08
Total	$5.93	$17.16	13,826	$241,272.96	$17.45	12,387	$223,565.14	$ 18.04

TABLE D THREE CLOTH CATEGORIES—*PW* ANNOUNCEMENT FALL ADS

NOVELS*	AVG.	MED.	BIOGRAPHY**	AVG.	MED.	HISTORY***	AVG.	MED.
1991—148 vols./43 pubs.	$20.99	$19.95	1991—129 vols./63 pubs.	$25.83	$22.95	1991—114 vols./43 pubs.	$30.84	$24.95
1990—136 vols./35 pubs.	$19.84	$19.95	1990—135 vols./62 pubs.	$26.04	$24.95	1990—153 vols./62 pubs.	$28.79	$25.00
1989—187 vols./20 pubs.	$15.88	$18.95	1989—133 vols./61 pubs.	$22.64	$19.95	1989—151 vols./71 pubs.	$28.92	$22.50
1988—209 vols./39 pubs.	$18.48	$18.95	1988—132 vols./55 pubs.	$25.29	$22.50	1988—154 vols./68 pubs.	$27.17	$24.95
1987—198 vols./42 pubs.	$17.90	$16.95	1987—115 vols./64 pubs.	$25.30	$19.95	1987—182 vols./66 pubs.	$27.05	$24.95
1986—305 vols./53 pubs.	$17.13	$16.95	1986—125 vols./53 pubs.	$22.28	$19.95	1986— 73 vols./24 pubs.	$28.99	$24.95
1985—219 vols./49 pubs.	$16.53	$16.95	1985—137 vols./60 pubs.	$22.09	$19.50	1985—179 vols./70 pubs.	$24.25	$25.00

*Not Mystery, Western, SF, Light Romances

**Includes Letters, Diaries, Memoirs

***Not Art Books

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Publishers Weekly (ISSN 0000-0019) RPUSA 123397457 is published weekly, with the exception of the last week in December and with additional issues in January, February, July and August by the Cahners Publishing Company. Cahners Publishing Company is a Division of Reed Publishing USA, 275 Washington St., Newton MA 02158-1630. Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; Robert T. Brawn, Sr. Vice President/General Manager; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Fulfillment Corp. of America, 205 West Center St., Marion, OH 43302. Second Class postage paid at New York, N.Y. and additional mailing offices. **POSTMASTER: Send address changes to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43302.** All editorial and advertising correspondence should be addressed to the office of publication: PUBLISHERS WEEKLY, 249 West 17th St., New York, NY 10011, telephone: 212/645-0067; telex 12-7703; fax 212/242-7216. Address circulation correspondence and changes of address to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43302, telephone 1-800-842-1669; in Canada and all other countries, telephone: 1-614-382-3322. Printed in USA. PUBLISHERS WEEKLY copyright 1992 by Reed Publishing USA, Robert L. Krakoff, Chairman and Chief Executive Officer. SUBSCRIPTION PRICES: U.S.A.: 1 year $119, 2 years $199, 3 years $279. Canada: 1 year $177, 2 years $301, 3 years $425. Air Delivery to all other countries: 1 year $260, 2 years $442, 3 years $624. (Remit in U.S. funds only.) Single copies are available at $5.00 for regular issues and $10.00 for Announcement issues. PUBLISHERS WEEKLY is a registered trademark of Reed Properties, Inc., used under license. ☐ Specialized Business Magazines For Building and Construction, Research, Technology, Electronics, Computing, Printing, Publishing, Health Care, Food Service, Packaging, Environmental Engineering, Manufacturing, Entertainment, Media, Home Furnishings, Interior Design and Lodging. ☐ Specialized Consumer Magazines For Childcare, Boating and Wedding Planning.

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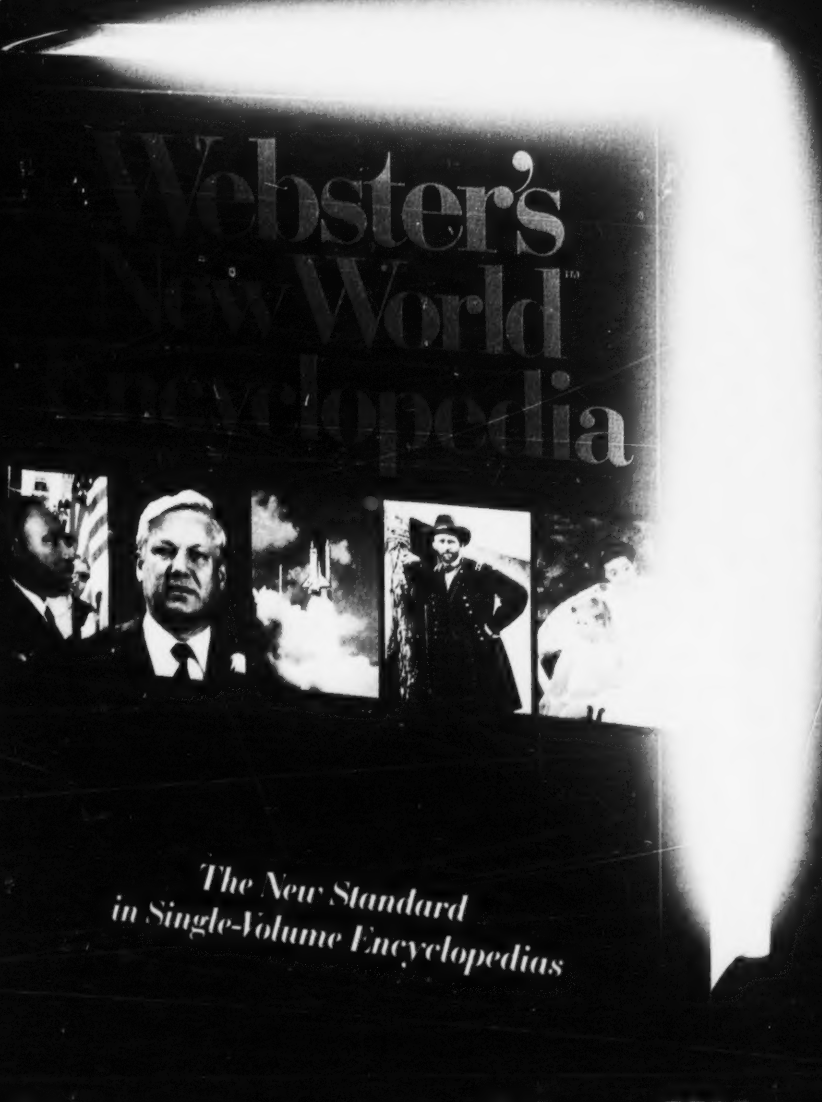
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ASSOCIATE EDITORS: CALVIN REID & MAUREEN O'BRIEN

Thomson Pays $210M for Electronic Database, Journals

High price seen as strong indicator that the recession may be over for information companies

The Thomson Corporation, parent company of Gale Research, Warren, Gorham & Lamont, Wadsworth and many other publishing and information properties in the U.S., Great Britain and Canada, has purchased JPT Publishing, a New York-based holding company whose largest subsidiary is Institute for Science Information, the world's largest commercial provider of scientific research data. The price paid—more than $210 million, according to a knowledgeable source—astounded some observers, while others pointed to the strong signal it sent about the future of electronic database information, especially in the science field.

For its money, Thomson also got Payment Systems Inc., a banking market share database; Health Care Information Center, a collection of newsletters and journals; Retail Banking Group, also newsletters; and over 40 journals, most in the field of taxation.

JPT Publishing, a partnership between Theodore L. Cross, Joseph Palazzolo and Warburg, Pincus & Co., a venture capital firm, was founded in 1987. The group started up some 41 professional journals in the science and medical fields and purchased McGraw-Hill's Healthcare Information Center in 1989. But its largest acquisition and investment turned out to be ISI, purchased in 1988 for about $24 million.

The Turnaround of ISI

When JPT purchased the company, it produced indexes of scientific titles and abstracts in print format, and was losing about $4 million a year. Since the purchase, JPT has invested tens of millions of dollars into converting the database into the electronic and digital form, and is said to be generating operating capital in the $13-$15 million range. With over 300,000 customers worldwide, the ISI data is now available on diskette, online, on tape, and CD-ROM, and is updated daily.

Nigel Harrison, executive vice-president and chief financial officer for the Thomson Corporation, said that the acquisition "increases our position within the scientific and academic publishing fields." ISI, he admitted, "is the major part of the deal. It will provide a basis for further product expansion and even acquisitions that fit well with the ISI product."

Better Things to Come?

Ivan Obolensky, an industry consultant, sees the Thomson purchase—and the price paid—as positive proof that strong media companies have more than weathered the recession; they have rebounded. "Media companies have been inching up fabulously in the last nine months," said Obolensky. "The benefits are accruing," he said, in part because of the inroads of high technology—"less people doing more work, increasing margins."

Obolensky cited his recent analysis of publishing and printing companies—Banta, Donnelley, Houghton Mifflin, McGraw-Hill, Paramount and others—which showed that in each case the stock values in April were within a dollar or two of their two-year highs and far from their lows, indicating strong recovery across the board. He said that this "nibbling up" was a signal of "much bigger things to come," and that CD-ROM, referring to Thomson's interest in ISI, was "where the real future warfare will take place."

A vice-president of an investment bank close to the Thomson-JPT transaction said that the multiple in this deal—cash price times earnings— was "unbelievably high." However, Kendrick Noble of Noble Con-

[Continued on page 9]

AAP Sales Report for February

Category	% change, February*	% change, YTD
Adult hardcover	8.7	-10.4
Adult paperback	15.3	7.2
Juvenile hardcover	9.1	-2.6
Juvenile paperback	-4.7	-4.4
Univ. pr. hardcover	9.1	-2.5
Univ. pr. paperback	19.5	12.7
Bibles, etc.	-51.2	-41.9
Mass market paperback	5.1	-4.5
Book club	-1.4	-4.6
Mail order	-35.4	-27.5
Sci-tech	10.6	13.6
College texts	34.2	4.8
School texts	4.6	0.9

**Percent change computed against same time periods, 1991.*

Sifton Is Leaving Knopf; Has No Immediate Plans

Elisabeth Sifton, executive vice-president of Alfred A. Knopf, is leaving after nearly five years in the second spot, and has no immediate plans, though she said she did not expect to leave publishing altogether.

The time she has spent at Knopf, Sifton said in a parting statement, "have been among the most challenging and stimulating of my career, but it is time to reassess what is most important to me. I've never taken away any time from the business and I owe it to my family and myself to do so now."

Sonny Mehta, Knopf president and editor-in-chief, said he had accepted her resignation "with the greatest regret" and that she had been "a tremendously valued colleague. We wish her all the best. I will miss her."

Informed sources suggested that Sifton, who came to Knopf from Viking Penguin, where she had her own imprint and had worked for nearly 20 years, had hoped to play a more significant role in the company, and had been disappointed in the support some of her books had received from the house.

She indicated that she would complete editing on some of the unpublished manuscripts she was working on, including books by Gregor von Rezzori, John Ashbery, Edward Said and Louis Begley. Authors she has worked with at Knopf include Cynthia Ozick, Geoffrey Wolff, Neil Postman, Robert Hughes and Allan Gurganus.

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May 4	Bologna Report	April 22
May 11	Health & Alternative Healing Religious Recovery Books	April 29
May 18	Pre-AAUP, Taiwan Publishing Section	May 6
May 25	Pre-ALA, Computer Update	May 13
June 1	Publishing and Philanthropy	May 20
June 8	Pre-CBA, Professional Publishing Overview	May 27

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FALL 1992

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Publishers Weekly

VOLUME 239 NUMBER 29
ISSN 0000-0019
THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING
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Strong 5-Year Growth Seen For Publishing Industry

Veronis, Suhler forecast finds books more than holding their own against video

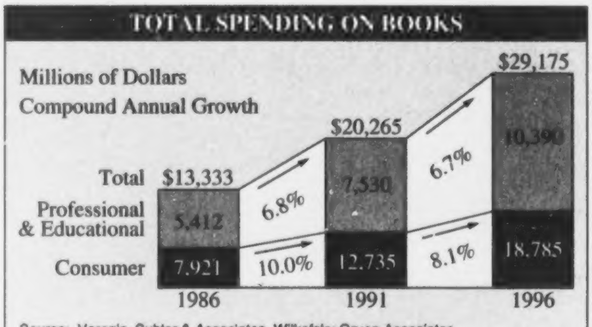
Consumer spending on books is expected to grow 7.6% annually over the next five years, rising from $20.3 billion in 1991 to $29.2 billion in 1996; with trade books increasing annually by 8.1%, to $18.8 billion; and professional and educational by 6.7%, to $10.4 billion, during that period.

Such is the estimate made by Veronis, Suhler & Associates in its annual "Communications Industry Forecast," just published. The company went on to predict that spending on trade books, which has grown at an annual rate of 10% in the past five years, would slow down, mainly because of lower anticipated spending in the hitherto booming children's book market due to a birth decline.

Veronis, Suhler said that spending on trade books had grown 7.7% in 1991, or more than twice the rate it had predicted: "Consumer books remained relatively unaffected by the downturn," the report said. This represented more spending on books in 1991 than on videocassettes or cable TV subscriptions, and seemed to go against the observation by some that books have been losing ground to other forms of home entertainment. In fact, noted Veronis, Suhler, "There is no evidence to suggest that the incidence of book reading or purchasing is declining or that the new technologies are replacing book reading."

The company also noted that book buying seems to take place evenly over the income distribution of the population, with 45% of books purchases made by people with incomes less than $30,000. Consumers, said the report, "have demonstrated sensitiveness to book price increases over the last five years; sluggish unit sales have generally accompanied aggressive price increases, while large unit sales gains have been associated with stable or declining prices. In 1991, publishers moderated their price increases and generated substantial unit sales gains despite the recession." The analysts expect that record to encourage publishers to continue with only moderate price increases.

TOTAL SPENDING ON BOOKS



Source: Veronis, Suhler & Associates, Wilkofsky Gruen Associates

S & S Exec Moves To Globe Pequot

John F. Whalen Jr., director of national accounts for the trade division at Simon & Schuster, is moving to Globe Pequot Press—a small Connecticut-based publisher only a fraction of the size of S & S—as marketing director.

For Whalen, after six years at Simon & Schuster, it will be a chance to work in a "hands-on" way with the areas of Globe Pequot—sales, foreign rights, publicity—that report to him, and for a kind of personal input into publishing decisions that is much more difficult to achieve at a very large house. It is a style of publishing, he said, that he already began to appreciate when he found himself being introduced to the entire Globe Pequot staff. "They wanted to be sure I'd be harmonious with the existing staff," he explained.

For her part, Linda Kennedy, editorial director, was enthusiastic about the idea of bringing big-time sales experience to their small house. Whalen said that these days small presses are doing much of the research and development for the larger publishers. —J.F.B.

Frankfurt '92 Bigger Than Ever: No Dropoff in U.S. Space

Despite a publishing slump almost everywhere, and following much tough talk about downsizing among some prominent U.S. exhibitors, the Frankfurt Fair that opens September 30 will be at capacity yet again. As the deadline for space applications expired in March, there were again more demands on space than could be honored—including ones from Americans, who had to join a growing waiting list.

At press time Frankfurt's technical director had requests from some 5900 individual exhibitors; at the same time last year—considerably after the filing deadline—he had 5750. "The fair has to be bigger," was his message.

The Exhibitions and Fair Agency, which runs Frankfurt for the combined German booksellers and publishers associations reports that, without exception, U.S. publishers have maintained their previous stand dimensions; one of the biggest New York groups even managed to scrounge an extra 200 square feet. Penguin USA has agreed to move upstairs with its British company.

More countries than ever will be participating, largely thanks to the new situation in Eastern Europe. Any effects of recesssion? According to fair director Peter Weidhaas, "When conditions are bad, publishers come here in greater numbers because they feel they have to make a greater effort than before."

At a recent meeting with the trade press in Frankfurt, Weidhaas addressed the concerns of U.S. exhibitors, who won their fight for a return to Hall 4, the main international pavilion, after a move last year to Hall 3. They will occupy the ground floor of the hall, just below their British trading partners. Weidhaas knows they are concerned about costs, and says, "We'd like to see American publishers spending less, and thus not feel that their costs exceed the benefits. It's not our fault that the big stands have been getting bigger, or that so much is spent on parties where you always see the same faces." Despite a 4.5% rent hike for stands this year, Frankfurt management claims theirs is among the cheapest international book fairs.

In an effort to lure as many participants as possible from the new nations of Eastern Europe, the Exhibition Agency has launched an appeal to leading houses in the eight largest book-producing countries to sponsor travel and lodging for individual publishers from the East, who will get their stand space gratis. Some 14 letters went out, but there has been only a handful of replies so far—none at all from the U.S.

—HERBERT R. LOTTMAN

Balancing the Books, 1991

A high ratio of exports to imports; world totals reported

BY CHANDLER B. GRANNIS

American book exports in 1991 reached about $1.5 billion (up 4.9%), and imports were a little below $378 million (up 3.9%), according to the U.S. Department of Commerce. The ratio of exports to imports was about 63–37, not as high as it had been in 1970 (66–34) but an improvement over a period in the mid-1980s when exports and imports were running about even. It is too early to tell whether 1992 will continue the trend of 1991; so far, according to William S. Lofquist, publishing industry specialist at Commerce, the dollar value of export shipments in the first quarter of 1992 increased 9.7% over the same period of 1991, while imports rose by 11.7%.

Lofquist notes that country-by-country trends (Tables 5 and 6), especially those for imports, reflect two roughly different classes of shipments—those brought in usually "for content" and those that more often consist of production done abroad for American publishers.

Comparing Commerce figures with the annual sales survey of the AAP, it appears that U.S. book exports in 1991 accounted for about 9.3% of all U.S. publishers' sales (which totaled over $16.4 billion). Canada holds it position as the principal customer for U.S. books, accounting for 42% of the 1991 total.

Among major groups, exports of professional books increased by 49% and textbooks by 124.3%. The im-

TABLE 1

U.S. BOOK EXPORTS, 1991

Shipments Valued at $2500 or more
(dollars and units in thousands)

	1991 $	% Chg. 90–91	1991 Units	% Chg. 90–91
Dictionaries	$8,956.0	+92.2	1,706.6	+38.3
Encyclopedias	57,146.0	+45.6	10,135.6	+51.4
Textbooks	242,204.0	+126.3	36,324.0	+46.0
Bibles & Other Religious Books	50,584.0	+9.5	41,615.0	+9.1
Technical, Scientific, & Professional Books	466,403.0	+49.0	71,902.5	+55.6
Art & Pictorial Books	18,824.0	+54.0	10,011.0	+41.8
Hardbound Books not elsewhere indicated	189,577.0	—	35,951.6	—
Rack-size Paperbound	141,316.0	—	88,082.2	—
*Books over 48 pp. plus covers n.e.i.	354,244.0	—	443,380.6	—
Children's Picture Coloring, Drawing	19,154.0	—	34,442.0	—
Music Books	16,369.0	—	2,431.0	—
Atlases	3,003.0	—	474.6	—
TOTAL EXPORTS	**$1,497,761.0**	**+4.9**	**776,454.3**	**—**

*Includes paperbacks not counted elsewhere.

TABLE 2

U.S. BOOK IMPORTS, 1990-1991

Customs Valuation (dollars and units in thousands)

	1991 $	% Chg. 90–91	1991 Units	% Chg. 90–91
Dictionaries, Thesauruses	$6,242.0	-11.3	1,595.5	-62.2
Encyclopedias (incl. installments)	7,550.0	+5.7	1,074.4	+12.4
Textbooks	80,689.0	-7.3	16,032.6	-10.5
Bibles & Other Religious Books	32,627.0	-3.1	40,227.1	-1.0
Technical, Scientific, Professional	126,366.0	+12.2	23,948.4	-2.5
Art, Pictorial:				
under $5 each	16,551.0	-5.8	31,066.6	+158.4
$5 and up each	24,484.0	-15.4	2,288.7	-11.3
Hardbound Bks n.e.i.	324,512.0	+3.1	95,501.2	+.2
Rack-size Paperbound	54,013.0	+29.9	41,681.7	+22.3
Books 49 pp. or more n.e.i.	133,194.0	-2.2	70,654.7	+.1
Children's picture, coloring, drawing	65,449.0	+29.4	77,062.1	—
Music n.e.i.	2,743.0	-23.8	725.9	—
Atlases	3,336.0	-22.6	763.2	—
TOTALS	**$877,757.0**	**+3.9**	**402,622.1**	**—**

provements in import figures were made possible by cooperation with Canadian authorities.

Tables A, B and C show total numbers of books published in selected countries and numbers of translations, by country and by language from which translated. The *UNESCO Statistics 1991 yearbook* is the source. The latest title output totals are for 1987, 1988 and 1989. The translation figures are for 1983, 1984 and 1985. UNESCO does not report U.S., U.K. and Canadian titles and translation statistics; the figures for these countries have been taken from *PW*, the *Bookseller* of London and *Statistics Canada* in Ottawa.

TABLE 3

BOOK EXPORT-IMPORT RATIOS

Millions of Dollars

	Exp.	Imp.	Approx. ratios
1991	$1,497.8	$877.8	63–37
1990	1,428.0	902.2	61–39
1985	591.2	564.3	51–49
1980	518.9	511.6	50.1–49.9
1975	269.3	147.6	60–40
1970	174.9	92.0	66–34

TABLE 4

U.S. BOOK EXPORTS COMPARED TO TOTAL U.S. BOOK SALES, 1970–91

(in millions of dollars)

	Exports	Tot. sales	Exports as % of total sales
1991	$ 1,497.8	$ 16,144.9	9.3
1990	1,428.0	15,365.1	9.4
1985	591.2	10,156.0	5.8
1980	518.9	6,411.0	8.1
1975	269.3	3,789.3	7.1
1970	174.9	2,677.0	6.5

TABLE 5

U.S. BOOK IMPORTS FROM MAJOR COUNTRIES, 1990–1991

Customs Valuation (Ranked by 1991 dollar amounts, in thousands)

	1991 $	1990 $	1991 Units	1990 Units
United Kingdom	$187,008	$209,363	47,463.8	59,412.7
Hong Kong	156,345	131,207	69,089.4	61,110.5
Japan	88,636	107,256	25,106.5	61,048.7
Italy	82,683	78,542	77,001.5	53,740.3
Singapore	76,428	53,779	37,742.4	19,757.6
Canada	57,664	50,887	61,772.5	92,332.3
Germany, West	47,792	37,573	7,334.4	11,490.9
Spain	29,688	37,078	10,320.4	12,844.0
Mexico	16,586	7,906	5,757.9	5,800.9
Netherlands	14,960	13,510	2,484.6	5,448.6
Columbia	14,164	10,404	11,524.2	5,883.9
Korea, S.	13,609	11,484	6,217.4	7,658.7
France	12,546	10,601	4,191.8	5,248.5
Belgium	9,821	10,440	4,936.3	4,864.9
Taiwan	8,381	8,926	5,687.0	3,303.2
Switzerland	7,534	9,455	978.9	2,348.9
Israel	6,675	5,756	1,630.1	1,249.0
Australia	5,578	6,618	1,945.9	2,097.8
Denmark	5,495	6,279	990.3	2,289.9
Sweden	5,364	5,174	1,283.3	1,369.5
China	5,213	3,186	6,869.3	1,351.4
Yugoslavia	4,378	7,609	1,983.1	4,506.4
Ireland	3,928	2,010	403.4	394.1
Norway	1,973	718	147.2	235.4
Austria	1,884	920	683.3	387.7
Thailand	1,627	719	1,379.5	621.6
Malaysia	1,537	2,063	1,119.2	735.2
Portugal	1,297	2,456	488.7	922.0
Venezuela	832	1,319	1,214.7	2,196.0
India	822	1,217	363.8	335.3
WORLD TOTALS	**$877,757**	**$845,098**	**402,622.1**	**441,059.2**

TABLE 6

U.S. BOOK EXPORTS TO MAJOR COUNTRIES, 1990–1991

Shipments Valued at $2500 or More (Ranked by 1991 dollar amounts, in thousands)

	1991 $	1990 $	1991 Units	1990 Units
Canada	$643,911	$664,448	390,885.5	935,424.3
United Kingdom	208,091	171,391	92,500.5	64,743.9
Australia	118,043	106,274	55,075.7	50,641.8
Japan	85,638	87,562	38,717.8	39,113.4
Germany, West	48,550	42,244	17,872.8	15,856.3
Netherlands	37,642	33,715	13,844.8	13,321.7
Mexico	36,109	32,337	12,553.2	11,064.9
Singapore	32,605	31,321	19,468.4	15,467.2
France	23,030	20,144	7,773.6	8,091.4
Taiwan	18,029	15,304	6,605.5	6,004.2
Spain	14,985	9,687	4,557.1	3,916.0
Hong Kong	14,495	12,853	9,547.3	5,517.7
Rep. South Africa	13,572	11,378	10,906.3	7,993.2
Brazil	13,414	12,451	4,701.8	4,924.1
Korea, S.	12,313	8,245	5,650.0	3,054.1
Switzerland	11,235	9,854	4,125.9	4,083.6
Philippines	10,863	10,560	6,770.5	5,369.5
Italy	10,426	9,799	3,563.6	3,172.4
India	9,821	17,576	3,462.0	5,213.3
New Zealand	7,711	9,600	3,956.1	4,807.0
Ireland	7,692	7,946	2,292.7	1,826.7
Argentina	7,637	5,746	5,626.9	4,987.1
Sweden	5,655	6,597	2,036.1	1,864.0
Belgium	5,655	3,603	2,076.0	1,067.1
Venezuela	5,170	4,772	5,404.3	5,275.2
Denmark	5,150	4,012	1,885.7	1,354.6
Nigeria	5,020	1,201	2,864.2	1,523.9
Malaysia	4,981	3,998	1,807.5	1,483.6
Saudi Arabia	4,675	3,483	2,294.2	1,763.1
Israel	4,161	4,321	2,160.9	1,826.5
Finland	4,149	5,095	1,276.3	2,796.0
Thailand	3,318	3,368	1,076.1	1,083.8
Austria	3,297	1,271	912.0	397.1
WORLD TOTALS	**$1,497,767**	**$1,428,003**	**776,454.3**	**1,266,768.0**

TABLE A

TRANSLATION PUBLISHING

By Principal Countries, 1983–1985

	1983	1984	1985
Brazil	1,433	1,331	3,500
Czechoslovakia	1,161	1,272	1,319
Denmark	1,503	1,659	1,610
Finland	1,250	1,421	1,487
France	3,436	3,821	4,679
Germany, East	909	674	746
Germany, West	7,600	6,868	5,559
Hungary	1,397	1,238	1,202
Italy	2,939	2,289	(?) 93
Japan	2,498	2,698	2,892
Norway	1,004	1,251	448
Poland	704	615	705
Spain	7,447	7,741	7,944
Sweden	1,996	1,916	1,900
Switzerland	1,106	1,084	998
Turkey	808	1,152	987
USSR	7,443	7,758	8,039
UK	1,143	1,153	1,121
USA	969	1,439	1,389
Yugoslavia	1,297	1,280	1,590
All Countries	55,618	52,405	57,374

TABLE B

WORLD TRANSLATION PUBLICATIONS

From Selected Languages 1983–1985

	1983	1984	1985
English	24,468	22,724	26,690
French	6,084	4,422	6,327
German	4,818	5,311	4,847
Russian	6,370	6,230	6,337
Italian	1,645	1,544	1,581
Scandinavian	2,176	2,192	1,675
Spanish	847	839	828
Classical, Greek, Latin	1,116	1,035	896
Hungarian	665	679	—
Arabic	322	536	233
Japanese	222	204	254
Chinese	148	163	161
Others	7,427	7,470	7,545
WORLD TOTALS	55,618	52,405	57,374

TABLE C

WORLD BOOK TITLE OUTPUT 1987–1989

Principal Publishing Countries

	1987	1988	1989
AFRICA			
Egypt	1,276	1,451	—
Nigeria	2,352	1,424	1,466
Tunisia	1,160	293	—
NORTH AMERICA			
Canada	7,263	7,550	8,249
Cuba	2,315	2,069	2,199
Mexico	7,725	4,826	3,490
United States	56,027	52,069	53,446
SOUTH AMERICA			
Argentina	4,836	—	—
Chile	1,654	1,840	2,350
Colombia	—	—	1,486
Venezuela	1,202	—	—
ASIA			
Bangladesh	1,709	1,209	—
China	—	—	74,973
India	14,965	14,408	11,851
Indonesia	2,052	1,687	1,396
Iran	2,996	3,401	6,289
Japan	36,346	—	—
Korea, South	44,288	42,842	39,267
Malaysia	—	—	3,348
Philippines	1,768	1,072	—
Sri Lanka	—	—	2,188
Thailand	—	—	11,217
EUROPE			
Austria	8,910	8,360	9,462
Belgium	7,091	8,289	6,822
Bulgaria	4,583	4,379	4,543
Czechoslovakia	10,565	9,558	9,294
Denmark	11,129	10,584	10,762
Finland	9,106	10,386	10,097
France	43,505	39,026	40,115
EUROPE continued			
Germany, East	6,515	6,526	6,018
Germany, West	65,670	68,611	65,980
Hungary	9,111	8,621	8,631
Iceland	1,231	1,244	1,250
Italy	17,109	19,620	22,647
Netherlands	13,329	13,845	15,392
Norway	6,757	4,894	5,331
Poland	10,416	10,728	10,286
Portugal	7,733	—	—
Romania	—	—	3,867
Spain	38,302	35,426	38,353
Sweden	11,516	11,794	11,197
Switzerland	12,410	12,698	13,270
United Kingdom	59,839	62,069	61,195
Yugoslavia	10,619	12,100	11,339
OCEANA			
Australia	10,963	—	—
U.S.S.R.			
U.S.S.R.	83,011	—	76,711
Byelorussia	—	2,962	—
Ukraine	8,134	8,311	—

SOURCE: *UNESCO Statistical Yearbook, 1991,* except U.S. figures, derived by *Publishers Weekly* from R.R. Bowker Data Services; U.K. figures from *The Bookseller,* London; Canadian figures from Statistics Canada, (Michel Frève, Book Publishing Survey manager), Ottawa. U.S. figures do not include publications of state and local governments, some institutions, company reports, proceedings, lab manuals, yearbooks, U.S. Government Printing Office output and university theses. However, the books of University Presses, religious organizations and other nonprofit publishers are included.

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Publishers Weekly (ISSN 0000-0019) RPUSA 123397457 is published weekly, with the exception of the last week in December and with additional issues in January, February, July and August by the Cahners Publishing Company. Cahners Publishing Company is a Division of Reed Publishing USA, 275 Washington St., Newton MA 02158-1630. Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; Robert T. Brawn, Sr. Vice President/General Manager; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Fulfillment Corp. of America, 206 West Center St., Marion, OH 43302. Second Class postage paid at New York, N.Y. and additional mailing offices. **POSTMASTER: Send address changes to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43305.** All editorial and advertising correspondence should be addressed to the office of publication: PUBLISHERS WEEKLY, 249 West 17th St., New York, NY 10011; telephone: 212/645-0067; telex:12-7703; fax: 212/242-7216. Address circulation correspondence and changes of address to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43305 telephone 1-800-842-1669; in Canada and all other countries, telephone: 1-614-382-3322. Printed in USA.
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A CAHNERS/R. R. BOWKER PUBLICATION • *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* • JULY 20/JULY 21, 1992 $4.95

Fall 1992 Children's Books

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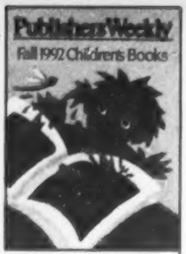
CONGRESSIONL INFO SRV INC
STATISTICAL REFERENCE INX
4520 EASY-WEST HWY 800
BETHESDA, MD 20814

Publishers Weekly®

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

VOLUME 239 NUMBER 32/33 • ISSN 0000-0019 JULY 20/21, 1992



Denise Fleming's (In the Tall, Tall Grass; Count!) vivid artwork encourages imaginations to take flight through a fall season bursting with new books.

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NEWS

EDITOR: JOHN F. BAKER / ASSOCIATE EDITORS: CALVIN REID & MAUREEN O'BRIEN

BISG Forecast: Faster Book Sales Growth in '92

Consumer books will lead as conspicuous consumption returns; slowdown seen after '93

Publishers' net dollar sales in all categories are growing faster this year than in the previous two years, and are expected to reach $16.8 million by the end of 1992, according to "Book Industry Trends 1992," the annual report by the Book Industry Study Group.

The predicted 1992 sales rise is 7.2%, compared to 4.5% in 1991 and 5.3% in 1990. Unit sales are projected to grow by 3.6% in 1992, to nearly 2.3 billion units—the fastest growth rate since 1989.

The projected figures are equally cheery for consumer spending on books: more than $21.6 billion in 1992, a 7.9% increase over last year, for an estimated total of $21.6 billion. It is projected to jump by comparable amounts annually in the years up through 1995.

In a series of overviews on segments of publishing by industry observers, Gordon Graham, editor of *Logos* and former chairman of Butterworths, notes that one of the essentials for publishers in growth periods is long-term planning. He also observes that U.S. book exports are depressingly low: "The world's largest publishing industry, publishing in the world's most widely spoken language, publishes mainly for its own consumption." He also notes that consumer publishing is growing faster than "needs" publishing—reference, textbooks, professional, etc.—and that this probably indicates that personal expenditures are more easily made than those depending on institutional funding.

James Haughey of Cahners Economics, in his economic overview, predicts a "steady but relatively slow period of recovery ahead, lasting into 1994." He expects late 1992 and early 1993 to be the period of most rapid growth.

The report indicated five areas of publishing in which sales can be expected to increase in the period ahead: travel, the home, computers and software, Mexico and "1980s-style yuppie books," as conspicuous consumption returns.

PUBLISHERS' PROJECTED SALES TO 1996
Net Dollar Sales (Millions)

	Estimates		Projections	
	1986	1991	1992	1996
Trade (Total)	2340.6	4248.5	4703.8	6918.5
Mass Market Paperback	809.3	1258.9	1387.3	1888.7
Book Clubs	608.2	753.4	797.3	982.5
Mail Order Publications	650.4	733.6	765.6	895.5
Religious	572.7	838.5	898.1	1132.3
Professional	2076.5	2826.7	3063.5	4146.5
University Press	159.5	265.5	279.9	351.0
Elhi Textbooks	1595.1	2054.2	2061.3	2544.8
College Textbooks	1436.1	1997.3	2089.7	2718.2
Standardized Tests	97.3	133.5	144.2	190.2
Subscription Reference	410.9	552.4	591.0	766.2
All Books	**10756.6**	**15662.5**	**16781.7**	**22534.4**

CBA Convention: Christian Publishing in a State of Flux

News of more personnel changes and mergers greeted Christian booksellers and publishers right at the start of their annual convention in Dallas, June 27 to July 2.

At the Evangelical Christian Publishers Association banquet Saturday evening—the unofficial opening of the Christian Booksellers Association meeting—Doug Ross, ECPA executive director, announced that the Multnomah School of the Bible, located in Portland, has agreed to sell its Multnomah Press to Questar Publishers in Sisters, Ore.

Following recent announcements of Nelson acquiring Here's Life and Baker buying Revell, Ross commented that in order to cover the loss of dues-paying members, perhaps membership fees for ECPA should be increased. Adding to the climate of uncertainty, Zondervan's planned management buyout was placed on hold and HarperCollins, its parent company, is said to be looking over Word for possible acquisition. They are reportedly among a dozen different entities currently exploring possibilities at Word.

The talk at CBA, therefore, was certainly not focused on big books but on all the recent shifts. Glenn Bailey, Spring Arbor's CEO, had been relieved of his duties only the week before CBA began and there was much discussion of who would be his replacement. CBA attendees learned of Broadman Press director Johnnie Godwin's departure from his post at the show.

Nevertheless, all these changes were not being linked to business downturns. According to Bill Anderson, president of CBA, the fall looked good for his constituents. And even though some publishers found traffic a bit lighter than usual and orders somewhat down from previous meetings, most were pleased with the level of activity. Jan Dennis, editorial v-p of Crossway, and Sara Fortenberry, Nelson's marketing director, were looking forward to a "rosy" fall. Dennis was pleased with the orders for what may be the longest Christian novel to date, *Glastonbury* by Donna Fletcher Crow, at 864 pages. Fortenberry was buoyed by bookseller reception for The Days of Laura Ingalls Wilder series by T. L. Tedrow.

Newly emerging themes include fathering and the environment; hardly a Christian publisher does not have at least one book in one of these categories.

A more detailed convention report will appear in *PW*'s August 10 issue.

—William Griffin

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Publishers Weekly (ISSN 0000-0019) RPUSA 123397457 is published weekly, with the exception of the last week in December and with additional issues in January and February and with a combined July 20 and July 21 issue and a combined August 17 and August 18 issue. Published by the Cahners Publishing Company, a Division of Reed Publishing USA, 275 Washington St., Newton MA 02158-1630. Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; Robert T. Brawn, Sr. Vice President/General Manager; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/ Finance; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Fulfillment Corp. of America, 205 West Center St., Marion, OH 43302. Second Class postage paid at New York, N.Y. and additional mailing offices. **POSTMASTER: Send address changes to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43306**. All editorial and advertising correspondence should be addressed to the office of publication: PUBLISHERS WEEKLY, 249 West 17th St., New York, NY 10011; telephone: 212/645-0067; telex:12-7703; fax: 212/242-7216. Address circulation correspondence and changes of address to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43306 telephone 1-800-842-1669; in Canada and all other countries, telephone: 1-614-382-3322. Printed in USA. PUBLISHERS WEEKLY copyright 1992 by Reed Publishing USA; Robert L. Krakoff, Chairman and Chief Executive Officer. SUBSCRIPTION PRICES: U.S.A.: 1 year $119, 2 years $199, 3 years $279. Canada: 1 year $177, 2 years $301, 3 years $425. Air Delivery to all other countries: 1 year $260, 2 years $442, 3 years $624. (Remit in U.S. funds only). Single copies are available at $5.00 for regular issues and $10.00 for Announcement issues. PUBLISHERS WEEKLY is a registered trademark of Reed Properties, Inc., used under license. ☐ Specialized Business Magazines For Building and Construction, Research, Technology, Electronics, Computing, Printing, Publishing, Health Care, Food Service, Packaging, Environmental Engineering, Manufacturing, Entertainment, Media, Home Furnishings, Interior Design and Lodging. ☐ Specialized Consumer Magazines For Childcare, Boating and Wedding Planning.

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What do these things have in common?

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VOLUME 239 NUMBER 38
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

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Selling Sidelines

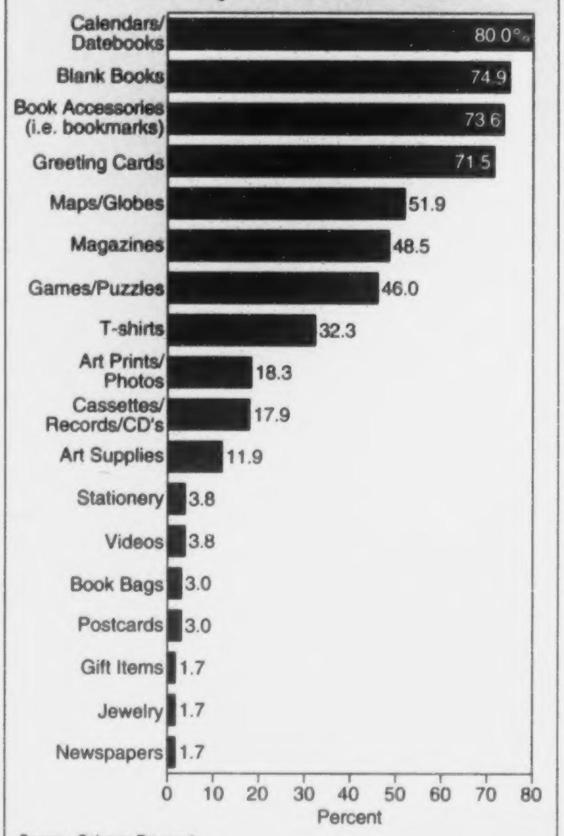
Booksellers provide some basic facts on the size of the market and what they carry

BY MARIA HEIDKAMP

From calendars to cards, mugs to magazines, sidelines are a profit-making addition to many bookstores. In some cases, they are the reason certain customers venture into a bookstore in the first place. Three-quarters of booksellers who carry sidelines believe they have customers who come in just for those non-book items, a recent Cahners Research survey found. Of course, getting people into the store may in turn lead to additional book purchases. (Three-quarters of the respondents answered yes when asked if having sidelines helped them sell books.)

The chart below shows the most commonly stocked bookstore sidelines. (Other items that are not included on the chart, because they were infrequently cited, are candles/incense/potpourri, office supplies, pottery, teaching supplies, glassware/mugs and magnets.) In terms of unit sales, greeting cards, calendars, magazines, book accessories (i.e., bookmarks) and blank books are the best-selling adult sidelines, according to the survey, which was based on 235 respondents among general independent, specialty, children's only, college/university and national and regional chain bookstores that carry sidelines. Of the children's products for this same mix of stores, bookmarks, games/puzzles, coloring books, records and dolls/plush characters were the best-sellers. Some of the other facts and figures from the survey include:

Percentage of Bookstores Carrying Most Commonly Stocked Sidelines



Source: Cahners Research
Base: 235 respondents whose bookstores carry sidelines

- 93% of the 252 bookstores responding carry sidelines. Those who don't carry sidelines cited lack of space as a primary reason.
- Bookstores had average sales of $75,425 from sidelines in 1990. (Average total gross sales for these stores was $708,720.)
- Adult sidelines accounted for 64% of sidelines sales; the remaining 36% represents sales of children's items.
- Bookstores devote an average of 19% of their total space (473 square feet) to sidelines.
- 26% of the stores surveyed said they had plans to increase the space they devote to sidelines by an average of 15% or 71 square feet.
- 83% of booksellers said sidelines offer a greater profit margin than books, indicating that the average markup for books is 45% while the markup for sidelines is 56%.
- 52% of booksellers said they thought sidelines sales were driven by book sales; 41% said they thought they were not.
- 75% of booksellers said sidelines helped sell books. Reasons for this include: sidelines attract customers; sidelines that go together with books attract customers; sidelines help maintain the profit margin necessary to stay in business and calendar season brings in customers.
- 38% of booksellers responding said they had stopped carrying certain sidelines. Of those, 17% dropped games and puzzles primarily due to lack of demand; 15% dropped magazines due mostly to lack of profit.

There are other reasons—aside from low turnover or low margins—for dropping sidelines. Shrinkage can be a problem, including theft of small items such as pocket games or losses due to open packages in the case of some boxed games. Booksellers have dropped certain items after finding them too expensive for their customers. Competition from nearby card or toy stores can also effect the selection of sidelines. (One children's bookseller found she was competing with herself; she dropped wrapping paper because her store provides gift wrapping as a free service.)

Some booksellers prefer to focus on sidelines that are book-related. Book/game and book/toy combinations offer potentially high-profit opportunities for children's booksellers making gift suggestions. The challenge for booksellers is to find the mix of products that works in their store and keep the sidelines inventory up-to-date.

Sidelines is a new monthly *PW* column that will report on sideline trends, marketing ideas and booksellers' experiences with certain products. Suggestions from booksellers and others are welcome.

Did you loan away the big Fall Announcement issue...?
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Publishers Weekly (ISSN 0000-0019) RPUSA 123397457 is published weekly, with the exception of the last week in December and with additional issues in January and February and with a combined July 20 and July 21 issue. Published by the Cahners Publishing Company, a Division of Reed Publishing USA, 275 Washington St., Newton MA 02158-1630. Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; Robert T. Brawn, Sr. Vice President/General Manager; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/ Finance; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Fulfillment Corp. of America, 205 West Center St., Marion, OH 43302. Second Class postage paid at New York, N.Y. and additional mailing offices. **POSTMASTER: Send address changes to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43305.** All editorial and advertising correspondence should be addressed to the office of publication: PUBLISHERS WEEKLY, 249 West 17th St., New York, NY 10011; telephone: 212/645-0067; telex:12-7703; fax: 212/242-7216. Address circulation correspondence and changes of address to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43305 telephone 1-800-842-1669; in Canada and all other countries, telephone: 1-614-382-3322. Printed in USA.

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VOLUME 239 NUMBER 40
ISSN 0000-0019

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Berry Gordy, Carol Publishing Author Sue and Counter-sue

Helen Marcus

Berry Gordy *denies 'vicious' allegations.*

In August 1991, Berry Gordy Jr. filed a $100 million lawsuit against author J. Randy Taraborrelli and Carol Publishing, the publisher of *Michael Jackson: The Magic and the Madness*, for libel and invasion of privacy. One year to the day after Gordy announced the filing of his lawsuit, Taraborrelli filed a $200 million lawsuit in Los Angeles Superior Court against the founder of Motown for libel and slander, stemming from alleged inflammatory remarks made by Gordy about the author at a press conference. Diana Ross has already been subpoenaed for deposition and it is expected that other Motown stars will be subpoenaed during the coming months.

Regarding the original lawsuit, Steve Schragis, publisher of Carol Publishing, says, "I have never seen such a ridiculous lawsuit. Randy Taraborrelli is the most scrupulous researcher I've ever met. The clauses cited in Gordy's lawsuit are not libelous—they're true, and can be backed up by Randy's tapes, documents and computer records. However, Gordy's lawsuit has been tough on Randy. Gordy has said things that could be damaging to Randy's career. I might add that it costs a lot of money to litigate against Berry Gordy."

The original Gordy lawsuit is in the discovery stages, with a court date yet to be set. Barry Langberg, Gordy's attorney, said: "There have been many [derogatory] statements made over the years. Taraborrelli's book is a more vicious conglomeration of lies than we had seen before. People can write about public figures as long as there isn't malice and we're going to prove that there was malice."

Gordy's complaint lists 22 causes of action, including alleged comments that Gordy was "a soft-hearted pimp who felt sorry for the prostitutes working for him," and that he "customarily lied" to his recording artists about their sales figures. Also included are alleged incidents and statements involving several of the record label's stars, including Diana Ross, the Temptations and Marvin Gaye, that show Gordy in an unflattering light.

Taraborrelli's lawsuit, on the other hand, alleges that Gordy's comments made during his press conference in 1991 have subjected the author to embarrassment, ridicule and contempt, and cast doubt on his credibility as a nonfiction writer.

At a press conference announcing his lawsuit, Taraborrelli said, "Gordy is suing me for merely re-stating comments and recollections made by those who have lived the full gamut of Motown experiences—good and bad. Why hasn't he sued them?" Taraborrelli points out that Gordy's ex-wife allegedly made the "pimp" comment on national television and in her own book.

Taraborrelli has penned three other Motown-inspired titles, including *Call Her Miss Ross, Diana* and *Motown—Hot Wax, City Cool and Solid Gold.*

The mass market edition of *Michael Jackson*, which sold 75,000 copies in hardcover, has been released by Ballantine with the passages in question deleted. According to Schragis, Ballantine didn't want to be involved in the lawsuit and, at the time, Taraborrelli saw the deletion as a positive gesture. —L.S.

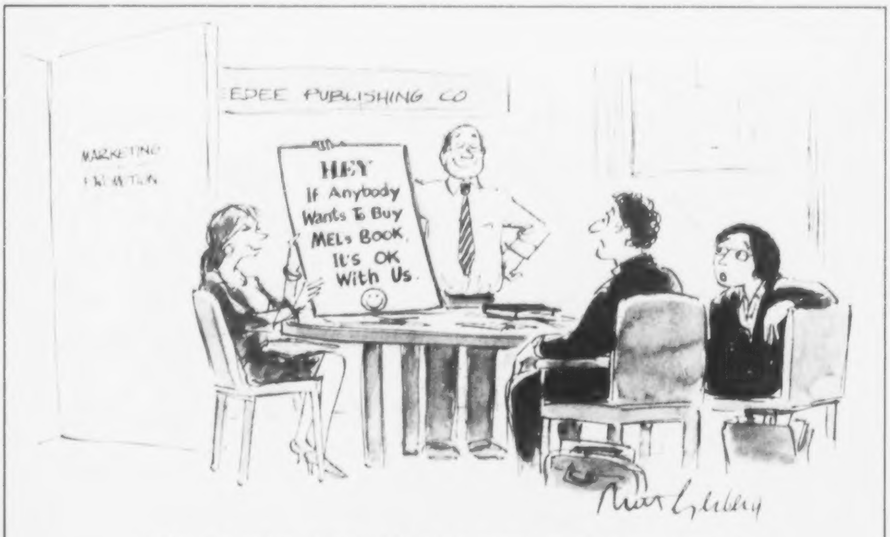
AAP Sales Report for June

Category	% change, June*	% change, YTD
Adult hardcover	127.4	17.1
Adult paperback	49.7	14.5
Juvenile hardcover	18.3	8.9
Juvenile paperback	29.2	1.2
Univ. pr. hardcover	-6.3	-7.7
Univ. pr. paperback	11.2	10.2
Bibles, etc.	110.5	8.8
Mass market paperback	35.0	-4.1
Book club	4.2	-1.2
Mail order	-9.5	-19.1
Sci-tech	20.5	13.0
College texts	13.7	12.2
School texts	2.9	-3.7

**Percent changes measured against same time periods, 1991.*

Out of Line

by Mort Gerberg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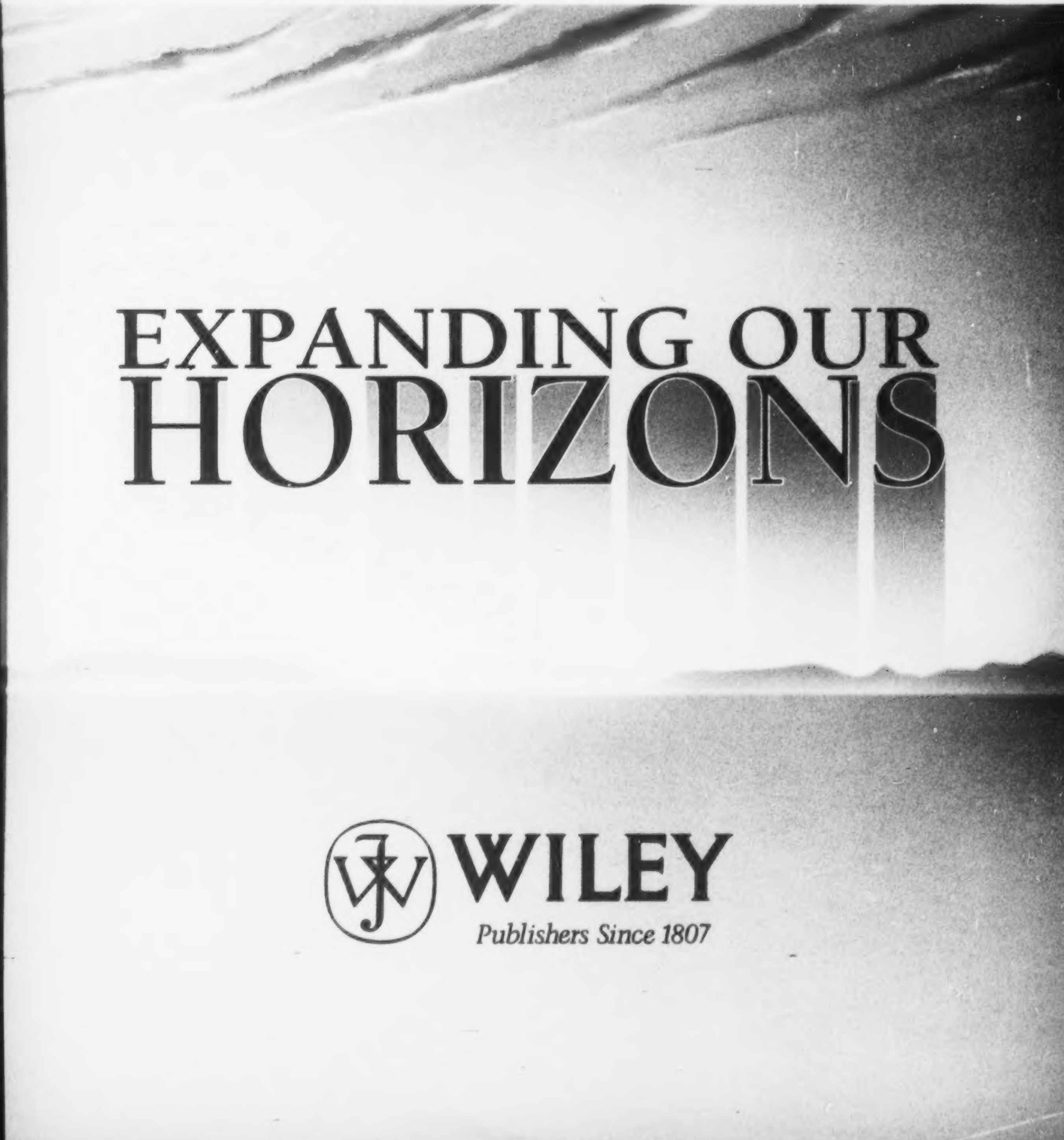
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Secret Kennedy Book 'No Problem' to St. Martin's

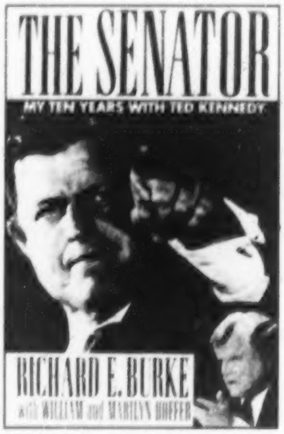
But Putnam's Grann criticizes decision to publish before Presidential election

The controversial book on Sen. Edward M. Kennedy by former aide Richard E. Burke will be published by St. Martin's Press on a crash basis and, according to chairman Thomas McCormack, without any of the "hot stuff" removed. The book, originally signed by Putnam, had been dropped by that house because of potential legal problems.

Those reported problems seemed to affect the two publishers differently. McCormack, who acquired the book himself from agent John Hawkins (it was not editor Tom Dunne, as reported in a bulletin in *PW* Sept. 7), told *PW* that there had been some editing, "but not of substance—and we're not afraid of any potential legal problems. Four lawyers worked on various parts of the project."

Putnam president Phyllis Grann, who made the decision not to proceed after the book had been extensively publicized—as early as the ABA show in May—as a hot, secret property for the fall, told *PW* that "we turned it down because at the time we had to make our decision we were unable to get confirmation on certain legal issues; there were simply four areas that needed further substantiation."

On suggestions circulating in publishing circles that Lew Wasserman, chairman of MCA, Putnam's parent company, had pressured Putnam to drop the project for election-year political reasons, Grann said: "Lew was aware of the book when I bought it and he never had any comment. We certainly never had any pressure from anyone to cancel the book." She was, however, critical of the decision by St. Martin's to rush the book into print before the election. "I really think it's a shame, because it will just serve as another distraction, and I am convinced the book will sell just as well after the election as before." And she disclosed that although Putnam had listed it as a September title, that was "just to get orders in from the booksellers," and there had been no intention to release it before the election in early November.


THE SENATOR
MY TEN YEARS WITH TED KENNEDY
RICHARD E. BURKE
WITH WILLIAM and MARILYN HOFFER

***Burke's book**: "One house says no, another says 'no problem.'"*

McCormack says that Burke will promote the book on the road and, commenting on published reports about his eccentricities and financial problems, said that Burke "devotes a great deal of space in the book to addressing exactly the kind of attacks that have already taken place." St. Martin's plans, he said, to ship the book within 30 days (as of Sept. 9).

Agent Hawkins, commenting on the differences in approach between the two publishers, said he didn't think there would be legal problems because "the book has been very carefully vetted. But obviously there are cases where one publisher says no for legal reasons and another house says no problem."

The book, he said, went for an advance "well into six figures." After Putnam dropped it, he queried other publishers, but there was no bidding. "Tom went after it ferociously, and everybody else needed more time to decide."

—MAUREEN O'BRIEN

Doubleday Pays 'Substantial' Sum to Settle Five-Year Suit

After five years of intensive litigation, a libel lawsuit filed by Los Angeles criminal defense attorney Barry Tarlow against James Mills and Doubleday & Company—author and publisher of *The Underground Empire: Where Crimes and Governments Embrace*—ended in what has been described by all parties as a "substantial" monetary settlement.

As part of the agreement, both sides issued a statement clearing Tarlow's name but admitting no liability on the part of the author or the publishers. The years of legal wrangling came to a close moments before the trial was scheduled to begin, when a juror's late arrival resulted in the judge asking the lawyers one last time if there wasn't some way that the case could be settled.

The Underground Empire, which tells the story of a group of undercover enforcement agents who went after drug criminals until the FBI forced them to close down, was released in 1986 and was on national bestseller lists. Dell Publishing released the paperback edition one year later. Tarlow alleged that the book libeled him by implicating him in several crimes, including a contract murder and a plan to launder $60 million in drug money. According to Barry Landberg, Tarlow's attorney, the book was taken off the shelves after the lawsuit was filed in U.S. district court in 1987.

"Mr. Mills and the publishers believe the statements were published in good faith and fully in accord with the rights afforded by the First Amendment," the joint statement reads. "Mr. Mills, Doubleday and Dell never intended for the state-

[Continued on page 12]

AAP Sales Report for July

Category	% change, July*	% change, YTD
Adult hardcover	75.9	25.9
Adult paperback	8.8	13.4
Juvenile hardcover	16.0	8.8
Juvenile paperback	6.7	9.0
Univ. pr. hardcover	-0.7	-7.3
Univ. pr. paperback	15.2	10.2
Bibles, etc.	14.6	9.4
Mass market paperback	32.9	0.2
Book club	8.5	0.0
Mail order	-46.0	-22.0
Sci-tech	13.2	13.4
College texts	2.9	7.8
School texts	-8.2	-4.0

**Percent changes measured against same time periods, 1991.*

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Publishers Weekly (ISSN 0000-0019) RPUSA 123397457 is published weekly, with the exception of the last week in December and with additional issues in January and February and with a combined July 20 and July 21 issue. Published by the Cahners Publishing Company, a Division of Reed Publishing USA, 275 Washington St., Newton MA 02158-1630. Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; Robert T. Brawn, Sr. Vice President/General Manager; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/ Finance; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Fulfillment Corp. of America, 205 West Center St., Marion, OH 43302. Second Class postage paid at New York, N.Y. and additional mailing offices. **POSTMASTER: Send address changes to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43306.** All editorial and advertising correspondence should be addressed to the office of publication: PUBLISHERS WEEKLY, 249 West 17th St., New York, NY 10011; telephone: 212/645-0067; telex 12-7703; fax: 212/242-7216. Address circulation correspondence and changes of address to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43305 telephone 1-800-842-1669; in Canada and all other countries, telephone: 1-614-382-3322. Printed in USA. PUBLISHERS WEEKLY copyright 1992 by Reed Publishing USA; Robert L. Krakoff, Chairman and Chief Executive Officer. SUBSCRIPTION PRICES: U.S.A.: 1 year $119, 2 years $199, 3 years $279. Canada: 1 year $177, 2 years $301, 3 years $425. Air Delivery to all other countries: 1 year $260, 2 years $442, 3 years $624. (Remit in U.S. funds only). Single copies are available at $5.00 for regular issues and $10.00 for Announcement issues. PUBLISHERS WEEKLY is a registered trademark of Reed Properties, Inc., used under license. ☐ Specialized Business Magazines For Building and Construction, Research, Technology, Electronics, Computing, Printing, Publishing, Health Care, Food Service, Packaging, Environmental Engineering, Manufacturing, Entertainment, Media, Home Furnishings, Interior Design and Lodging. ☐ Specialized Consumer Magazines For Childcare, Boating and Wedding Planning.

SALES OFFICES

249 West 17th Street
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Ann Hartman (212) 463-6825

CONTRACTS COORDINATOR
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CANADA
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FRANCE
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W SPECIAL REPORT:
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K mart in Deal to Push Borders Superstores

Bowker, Whitaker Join for Worldwide Book Database

Publishing, California Style • Upper Midwest Booksellers Meet

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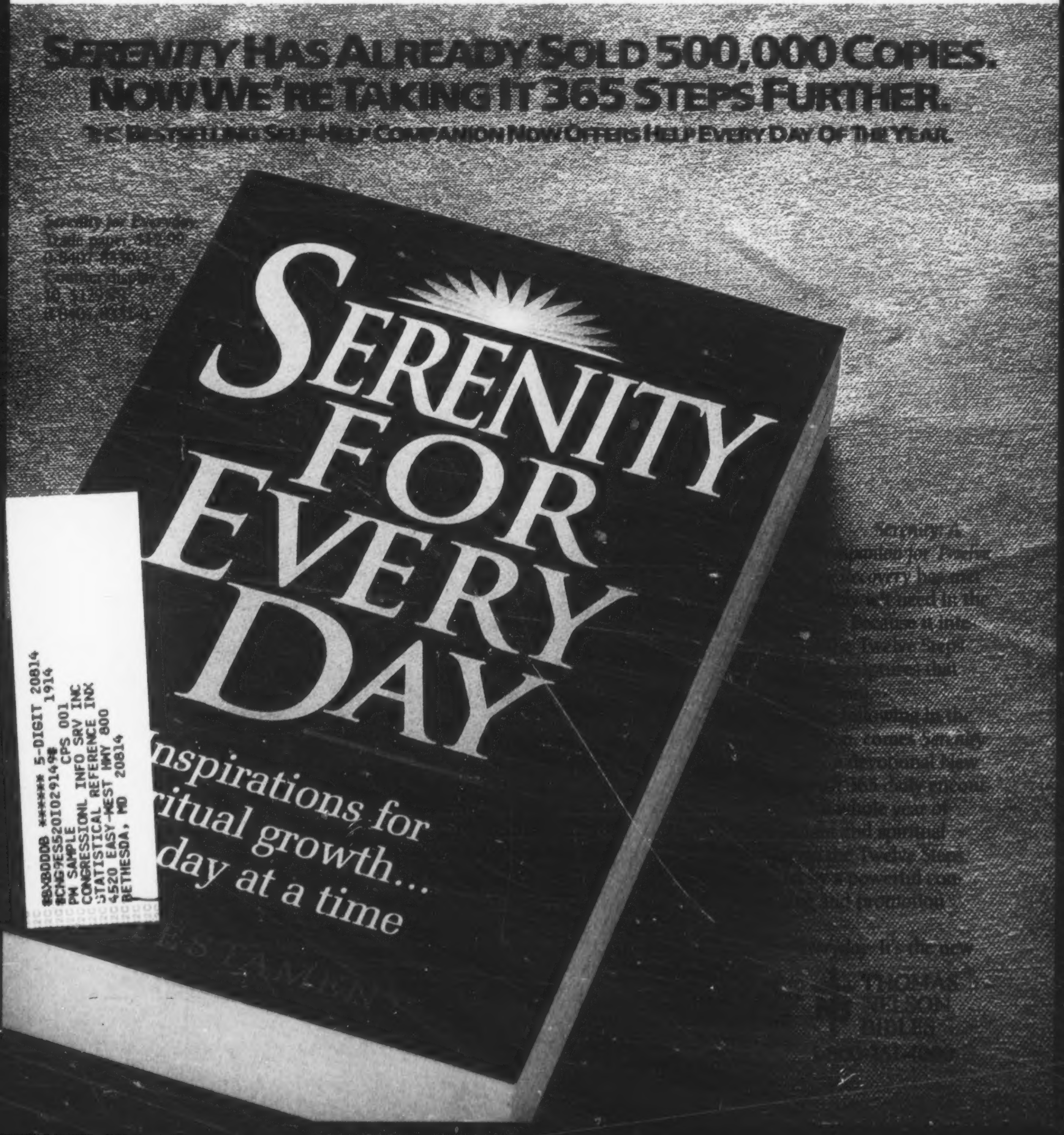
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Publishers Weekly

VOLUME 239 NUMBER 45
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

OCTOBER 12, 1992

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Walden Parent Kmart Buys Borders Chain

Plans for the 19-unit superstore chain remain unclear

Kmart Corp. has signed an agreement to acquire Borders Inc., a fast-growing group of 19 superstores, which had filed its first public offering on August 12.

Under the terms of the deal, estimated by some to amount to about $190 million, Kmart will issue convertible preferred stock in exchange for all outstanding Borders stock.

In the initial offering, Borders had wanted $13 to $15 a share for 3.6 million shares, or 28% of all shares, the vast majority of which are owned by founders Louis and Thomas Borders.

Kmart's Walden subsidiary had opened a handful of superstores over the past few years but began opening superstores in earnest only this past June, when its first Basset Book Shop opened. It has just three Basset superstores now, compared to the more than 100 operated by rival Barnes & Noble. Although Basset planned to open 15 to 20 superstores by the end of the year, the purchase of Borders gives Kmart a big boost in the superstore race. (Kmart indicated that Borders's expansion plans—eight to 10 stores next year, "up to 14" in 1994—will continue.)

Charles Cumello of Waldenbooks will meet with Borders soon.

Maureen O'Brien

The Kmart purchase comes just a week after Barnes & Noble withdrew its initial public offering in the face of a lack of enthusiasm on Wall Street.

Contacted by *PW*, Walden CEO Charles Cumello said that Basset "will continue with its strategy for now, as will Borders." Although he confirmed that Borders will join the Kmart Specialty Retail Group, Cumello did not say how the two bookselling enterprises will work together. "We'll be meeting with Borders soon to know what the long-term situation will be for the both of us," he said. Cumello also indicated that Borders president Robert DiRomualdo will remain in that position.

The Talk of GLBA

Still, at the Great Lakes Booksellers Association trade show in Cleveland October 2–4, which began the day Kmart announced its purchase of Borders, the sale was a major topic of conversation among booksellers and publishers. Participants expressed concern that the two largest national book retailing chains are becoming ever larger. One owner of a major independent feared that if the chain superstore strategy, which even its proponents have termed a calculated gamble, fails, many small publishers will be ruined and large ones will have severe problems, which in turn will adversely affect independents.

One executive from a major New York publisher, who did not wish to be identified, said that despite their emphasis on backlist, the chain superstores have not increased his company's business in that area. It is the large independent stores that are "our bread and butter," he said. "They're the ones responsible for increasing our backlist sales. I fear for them."

Several booksellers noted that the Borders purchase made for a return to the old Dalton-Walden rivalry of the '70s and '80s, but with a new twist. Where once the war was waged in American malls, this time, due in part to decreased mall traffic and the inroads made by price clubs and WalMarts into sales of discounted bestsellers, the battle for buyers of mid- and backlist books will be waged in non-mall locations, right where the independents are.

—JOHN MUTTER and MAUREEN O'BRIEN

AAP Sales Report for August

Category	% change, August*	% change, YTD
Adult hardcover	-13.8	16.8
Adult paperback	2.7	10.1
Juvenile hardcover	-2.3	4.6
Juvenile paperback	-1.4	6.7
Univ. pr. hardcover	22.0	-2.2
Univ. pr. paperback	2.1	9.4
Bibles, etc.	-55.0	-0.4
Mass market paperback	-9.1	2.3
Book club	0.6	0.3
Mail order	-11.4	-21.8
Sci-tech	2.9	14.3
College texts	1.4	5.6
School texts	-2.6	-3.2

**Percent changes measured against same time periods, 1990.*

Knopf's Ann Close Wins Roger Klein Award for Editing

Ann Close, an editor at Knopf, has won the 1992 *Publishers Weekly*/Roger Klein Award as an oustanding editor—the second time in a row a Knopf editor has won (the last Knopf winner was Barbara [Bobbi] Bristol in 1990).

Thomas Wallace of the Wallace Agency, Roger Klein administrator and chairman of the judges committee for the award, said of her: "In a particularly good year, with an outstanding group of nominated editors, Ann's remarkable list, and the skill and understanding with which she nurtures her authors, made her an obvious first choice."

Other candidates this year, nominated by publishers, authors or agents, were Jacqueline Cantor of Dell/Delacorte, Roger Conover of the MIT Press, Joyce Engelson of Crown, John Glusman of Farrar, Straus & Giroux, Daniel Halpern of Ecco Press and *Antaeus* magazine, Richard Kot of HarperCollins, Kate Medina of Random House, Allen Peacock of Henry Holt, James Silberman of Little, Brown, and John Sterling of Houghton Mifflin.

The Klein award is given biennially to a book editor for outstanding achievement in terms of building a list, dealing with authors and nurturing their books. It is named for a young editor who died more than 20 years ago. Presentation will be made at an awards ceremony scheduled for early November, in conjunction with the National Poetry Series award for a poetry editor.

The Roger Klein judges also made a special citation for editor Harvey Ginsberg, who retired recently at William Morrow after a 35-year publishing career embracing many houses.

Publishers in Migration

Statistics show that the book business has moved substantially south and westward during the past decade

ALBERT N. GRECO

Between 1977 and 1987, the U.S. experienced a massive demographic shift that directly affected its social fabric and business infrastructure. The migration of thousands of individuals and corporations away from large Eastern and Midwestern cities toward the suburbs, the South and the Far West changed, perhaps forever, many of this country's well-established business patterns. And book publishing was not immune from the movement.

A review of the U.S. Department of Commerce's *Census of Manfacturers*, covering the years 1977, 1982 and 1987, reveals a dramatic increase in book publishing activity in the South and the Far West, while corporations in the Middle Atlantic, Midwest and New England regions experienced a decline.

Al Foreman, chief of the Publishing Section of the U.S. Department of Commerce's Census Bureau, says that the figures "capture reliable data from companies that meet a minimum standard of business activity." This means that "a firm must have: (1) an employer identification number; (2) at least one paid employee during the year; and (3) book publishing as its primary business function." While there are more than 20,000 book publishing firms in the country, as evidenced by books listed in *Books in Print*, the Census yielded information on 2,298 corporations; the other 18,000 firms did not meet these minimum standards.

For well over a century the Middle Atlantic area housed the largest concentration of book firms. This was readily evident in 1977, when almost one out of every three companies were located in this section of the nation. By 1987 only one in four corporations called this region home, with the Midwest, formerly second, a distant third. Table 1 outlines the growth in the number of book pub-

TABLE 1

BOOK PUBLISHING IN THE UNITED STATES

Regional Market Share of Establishments 1977–1987

Region	1977	Percent of Total	1982	Percent of Total	1987	Percent of Total	Percent Change 1977–87
USA	1,426	—	1,710	—	2,298	—	+61
New England	99	6.94	138	8.07	164	7.14	+66
CT	34	2.38	48	2.81	56	2.44	+65
MA	65	4.56	90	5.26	91	3.96	+40
Middle Atlantic	467	32.75	508	29.71	579	25.20	+24
NJ	75	5.26	91	5.32	112	4.87	+49
NY	356	24.96	367	21.46	398	17.32	+12
PA	36	2.52	50	2.92	69	3.00	+92
South	147	10.31	200	11.70	295	12.84	+101
FL	50	3.51	62	3.63	86	3.74	+72
MD	25	1.75	33	1.93	55	2.39	+120
TN	18	1.26	32	1.87	47	2.05	+161
Midwest	263	18.44	283	16.55	381	16.58	+45
ILL	105	7.36	120	7.02	135	5.87	+29
IND	19	1.33	21	1.23	32	1.39	+68
Far West	287	20.13	405	23.86	635	27.63	+121
CAL	239	16.76	266	15.56	375	16.32	+57
TEX	45	3.16	63	3.68	100	4.35	+122

Source: U.S. Department of Commerce, Bureau of the Census, *Census of Manfaucturers*, 1977, 1982 and 1987.

lishing establishments between 1977 and 1987.

The Value of Shipments

The value of shipments is a critically important economic component in any analysis of the book publishing industry. While the Middle Atlantic states sustained a sharp decline in market share in some categories, it was in this niche that these well-established states continued to exhibit great strength and resiliency, while development in the Midwest was not as impressive. The Far West, on the other hand, showed great fiscal gains, quickly closing in on the Midwest. New England was basically flat, unlike the South's upbeat performance. Table 2 provides an overview of these trends.

What collective impact will these various trends have on the U.S. book publishing industry? Obviously, many people feel they are insignificant, that book publishing will always be anchored in the four principal centers. According to their way of looking at the book scene, publishing could not survive if the traditional circle were broken and the industry dispersed to other regions.

The best study ever to investigate these matters was the influential book by Lewis A. Coser, Charles Kadushin and Walter W. Powell, *Book: The Culture and Commerce of Publishing.* Coser and his associates reported that "circles in [book] publishing seem far more dependent on the characteristics of the circles of authors than anyone might have suspected . . . . " As for trade editors who cling tenaciously to the belief that they must have easy access to their network and connections, Coser refuted this belief. "Trade circles are more sparsely connected than is suggested by the attention that trade editors give to them . . . [Editors] compensate for the spareness of ties among intellectuals, authors and themselves" with parties, gala events at the ABA show, and so on, the authors found.

What prompted an owner or corporate officer to either move a book house out of one of the principal centers or to launch a new one in the South or the Far West? A review of the published literature reveals a plethora of studies and theories.

The following forces are almost always significant considerations in the decision to relocate a business: (1) an attractive commercial real estate and housing market; (2) impressive cultural and educational institutions; (3) cost issues (energy, taxes, etc.); (4) transportation and distribution factors; and (5) various miscellaneous issues (the quality of the labor force, the city or state's crime rate, the real or potential impact of budget cuts or services, ease of doing business, "pro-business" or "anti-business" attitudes of state and local governmental units, the residence of the owners or key executives, etc.).

Can anything be done by the long-established publishing centers to staunch the flow away from them? Clearly, city leaders would have to address two pivotal and complex issues: (1) ascertain the existing business or "cultural" forces that compel publishers to remain within any of the traditional centers; and (2) determine the intensity of the forces at play that encourage a firm to leave.

Regrettably, there appears to be no book industry study underway investigating these complex issues. So industry observers can expect to see steady if not dramatic increases in the market shares held by Southern and Far Western book publishers throughout the 1990s and into the 21st century. ☐

***Greco** is an associate dean and director of publishing studies at New York University's Gallatin Division.*

TABLE 2

BOOK PUBLISHING IN THE UNITED STATES

Regional Market Share Value of Total U.S. Shipments

(Millions of Dollars) 1977–1987

Region	1977	Percent of Total	1982	Percent of Total	1987	Percent of Total	Percent Change 1977–87
USA	4,049.9	—	6,645.6	—	12,619.5	—	+212
New England	329.7	8.14	538.8	8.11	1,017.9	8.07	+209
CT	29.1	0.72	—	—	144.5	1.15	+396
MASS	300.6	7.42	538.8	8.11	873.4	6.92	+191
Middle Atlantic	2,217.3	54.75	3,757.2	56.54	6,829.5	54.11	+208
NJ	129.6	3.20	373.1	5.61	701.7	5.56	+441
NY	2,008.8	49.60	3,271.0	49.22	5,923.4	46.94	+195
PA	78.9	1.95	113.1	1.70	204.4	1.62	+159
South	51.6	1.27	20.2	0.30	694.6	5.51	+1,246
FL	15.6	0.39	—	—	91.7	0.73	+488
MD	36.0	0.89	20.2	0.30	61.4	0.49	+71
Midwest	681.6	16.83	881.9	13.27	1,605.3	12.72	+136
ILL	589.1	14.55	881.9	13.27	1,149.8	9.11	+95
IND	51.8	1.28	—	—	—	—	—
Far West	243.7	6.02	418.4	6.30	1,136.5	9.01	+366
CAL	201.1	4.97	347.5	5.23	754.9	5.98	+275
TEX	42.6	1.05	70.9	1.07	235 .8	1.87	+454

Source: U.S. Department of Commerce, Bureau of the Census, *Census of Manfaucturers,* 1977, 1982 and 1987.

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Ann Hartman (212) 463-6825

CONTRACTS COORDINATOR
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Publishers Weekly (ISSN 0000-0019) EPUSA 123397457 is published weekly, with the exception of the last week in December and with additional issues in January and February and with a combined July 20 and July 21 issue. Published by the Cahners Publishing Company, a Division of Reed Publishing USA, 275 Washington St., Newton MA 02158-1630. Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; Robert T. Brawn, Sr. Vice President/General Manager; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/ Finance; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Fulfillment Corp. of America, 205 West Center St., Marion, OH 43302. Second Class postage paid at New York, N.Y. and additional mailing offices. **POSTMASTER: Send address changes to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43305.** All editorial and advertising correspondence should be addressed to the office of publication: PUBLISHERS WEEKLY, 249 West 17th St., New York, NY 10011; telephone: 212/645-0067; telex 12-7703; fax: 212/242-7216. Address circulation correspondence and changes of address to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43305 telephone 1-800-842-1669; in Canada and all other countries, telephone: 1-614-382-3322. Printed in USA. PUBLISHERS WEEKLY copyright 1992 by Reed Publishing USA; Robert L. Krakoff, Chairman and Chief Executive Officer. SUBSCRIPTION PRICES: U.S.A.: 1 year $119, 2 years $190, 3 years $279. Canada: 1 year $177, 2 years $301, 3 years $425. Air Delivery to all other countries: 1 year $260, 2 years $442, 3 years $624. (Remit in U.S. funds only). Single copies are available at $5.00 for regular issues and $10.00 for Announcement issues. PUBLISHERS WEEKLY is a registered trademark of Reed Properties, Inc., used under license. ☐ Specialized Business Magazines For Building and Construction, Research, Technology, Electronics, Computing, Printing, Publishing, Health Care, Food Service, Packaging, Environmental Engineering, Manufacturing, Entertainment, Media, Home Furnishings, Interior Design and Lodging. ☐ Specialized Consumer Magazines For Childcare, Boating and Wedding Planning.

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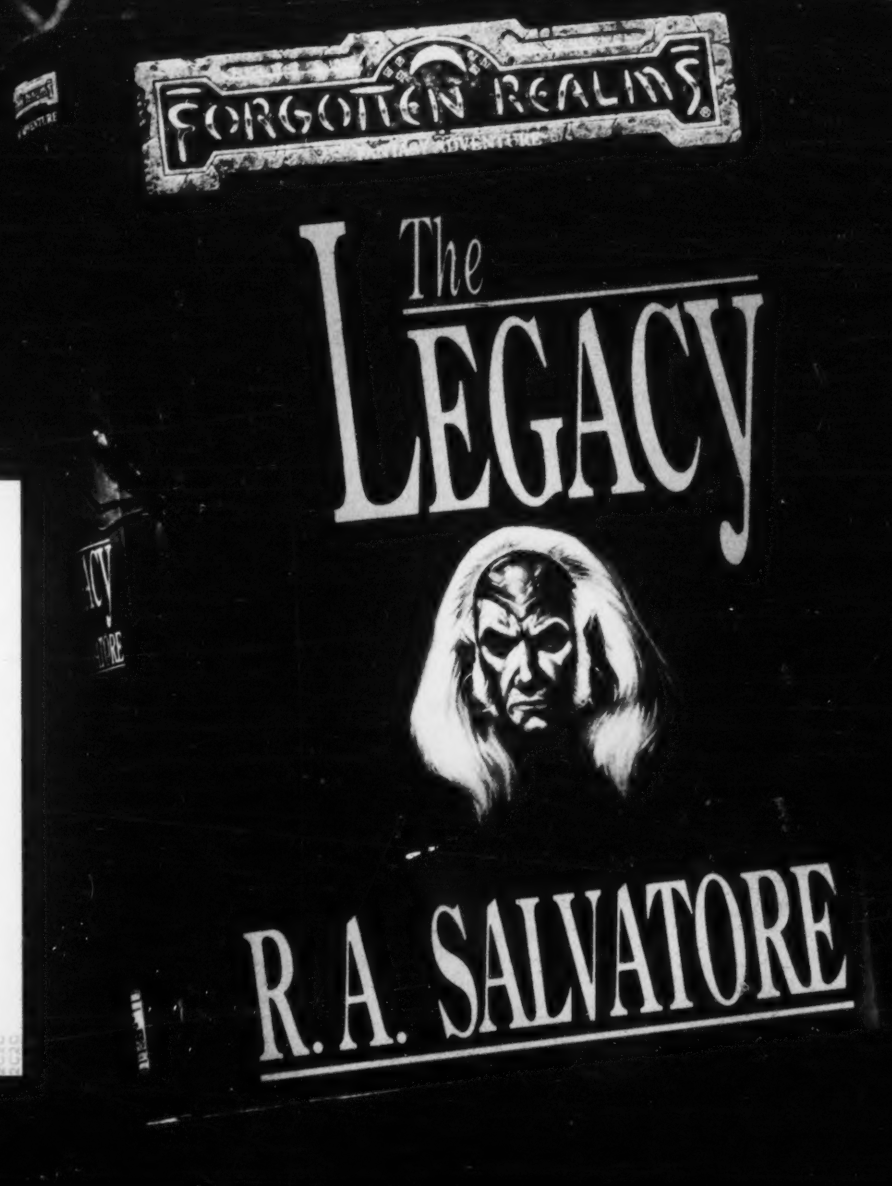
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Publishers Weekly

VOLUME 239 NUMBER 47
ISSN 0000-0019
THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING
OCTOBER 26, 1992

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Title Production for '91 Rebounds

After precipitous declines, numbers slightly up last year; prices modest

BY CHANDLER B. GRANNIS

American book title output in 1991, as recorded by R.R. Bowker data services (Reed Reference), came to 48,146, a 3% upturn from the 46,743 recorded for 1990. The latter total marked a sharp drop from the 53,446 of 1989, which in turn contrasted with the historic high of about 56,000 attained two years earlier. Average price increases in 1991 were low to moderate overall, but showed wide variation among specific categories.

The figures indicate that fiction title output, overall, dropped 6%. Mass market fiction titles (almost half of all reported fiction) dropped by 20.6%. Trade paperback fiction increased 30.8%. Analysis suggests that brand-new fiction in hardcover increaed only a little over 2%.

Overall output trends in some of the major categories were: children's books, -1%; sociology/economics, +3%; and technology, +15.7% (Table 1). Trade paperback titles increased 7.2%, thanks to the rise in fiction output (Table 2). But mass market paperback output was down 14.9% in fiction; children's mass market output increased 3.7% (Table 3).

Imported titles show an 8.5% increase in 1991, with a surprising

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

CATEGORY	1989 ALL HARD & PAPER	1990 FINAL HARD & TRADE PAPER Books	Editions	Totals	1990 FINAL ALL HARD & PAPER	1991 FINAL HARD & TRADE PAPER Books	Editions	Totals	1991 FINAL ALL HARD & PAPER
Agriculture	562	428	85	513	514	418	100	518	523
Art	1,569	1,113	137	1,250	1,262	1,131	145	1,276	1,283
Biography	2,193	1,674	225	1,899	1,957	1,814	230	2,044	2,120
Business	1,569	880	295	1,175	1,191	1,036	372	1,408	1,421
Education	1,054	867	157	1,024	1,039	973	151	1,124	1,129
Fiction	5,941	2,725	184	2,909	5,764	2,888	270	3,158	5,424
General Works	2,332	1,456	260	1,716	1,760	1,562	272	1,834	1,886
History	2,563	1,840	375	2,215	2,243	1,892	411	2,303	2,331
Home Economics	949	595	119	714	758	610	119	729	789
Juveniles	5,413	4,496	243	4,739	5,172	4,335	327	4,662	5,111
Language	586	487	145	632	649	446	111	557	566
Law	1,096	649	244	893	896	821	352	1,173	1,177
Literature	2,298	1,802	219	2,021	2,049	1,815	248	2,063	2,087
Medicine	3,447	2,438	545	2,983	3,014	2,389	606	2,995	3,027
Music	375	223	59	282	289	243	56	299	300
Philosophy, Psychology	2,058	1,350	212	1,562	1,683	1,431	268	1,699	1,766
Poetry, Drama	1,128	826	44	870	874	832	46	878	890
Religion	2,586	2,005	267	2,272	2,285	2,006	372	2,378	2,389
Science	3,288	2,276	457	2,733	2,742	2,158	537	2,695	2,710
Sociology, Economics	7,971	6,146	846	6,992	7,042	6,214	985	7,199	7,241
Sports, Recreation	1,077	721	116	837	973	794	130	924	1,063
Technology	2,690	1,687	391	2,078	2,092	1,903	489	2,392	2,421
Travel	701	365	101	466	495	330	133	463	492
Total	**53,446**	**37,049**	**5,726**	**42,775**	**46,743**	**38,041**	**6,730**	**44,771**	**48,146**

NOTE: Figures for mass market paperbound book production are based on entries in R.R. Bowker's *Paperbound Books in Print*. Other figures are from the *Weekly Record (American Book Publishing Record)* database. N.B.: Except for mass market, all 1990 figures in tables 1-5 and A-C replace "1990 final figures" shows in *PW*, Sept. 20, 1991.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1989 TOTALS	1990 FINAL NEW BOOKS	1990 FINAL NEW ED'NS	1990 FINAL TOTALS	1991 FINAL NEW BOOKS	1991 FINAL NEW ED'NS	1991 FINAL TOTALS
Fiction	558	286	116	402	394	132	526
Nonfiction	16,055	11,234	2,525	13,759	11,665	2,996	14,661
Total	**16,613**	**11,520**	**2,641**	**14,161**	**12,059**	**3,128**	**15,187**

34.4% increase in fiction (Table 4). Translation figures, never complete, display a +9% rise (Table 5).

Hardcover price averages per volume, at all dollar levels, increased 4.9% in 1991 (Table A), including fiction, +7.4%; children's books, +27.9%; sociology/economics, +15%; medicine, virtually no change.

Average hardcover prices, omitting volumes listed at $81 or more, increased +1.1%; fiction, +1.5%; children's books, +3.8%; sociology/economics, +3.7% (Table A-1).

Trade paperback average prices were: total, +5.4%; ficton, +7.5%; children's books, +12.1%; science, +1.1% (Table C). Mass market paperback price changes were: overall, +10.9%; fiction, also +10.9% (Table B).

The figures are compiled at Bowker under the direction of Beverly Lamar, exception Table D, compiled manually by *PW*.

Each of the 23 standard subject groups used here represents one or more specific Dewey Decimal Classification numbers, as follows:

Agriculture, 630-639, 712-719; Art, 700-711, 720-779; Biography, 920-929, B; Business, 650-659; Education, 370-379; Fiction; General Works, 000-099; History, 900-909, 930-999; Home Economics, 640-649; Juveniles; Language, 400-499; Law, 340-349; Literature 800-810, 813-820, 823-899; Medicine, 610-619; Music, 780-789; Philosophy, Psychology, 100-199; Poetry, Drama, 811,812,821,822; Religion, 200-299; Science, 500-599; Sociology, Economics, 300-339, 350-369, 380-399; Sports, Recreation, 790-799; Technology, 600-609, 620-629, 660-699; Travel, 910-919. ☐

MASS MARKET PAPERBACKS

CATEGORY	1989 FIN.	1990 FIN.	1991 FIN.
Agriculture	4	1	5
Art	9	12	7
Biography	77	58	76
Business	20	16	13
Education	19	15	5
Fiction	2,678	2,855	2,266
General Works	64	44	52
History	32	28	28
Home Econ.	48	44	60
Juveniles	376	433	449
Language	14	17	9
Law	2	3	4
Literature	29	28	24
Medicine	29	31	32
Music	2	7	1
Philosophy, Psychology	108	121	67
Poetry, Drama	11	4	12
Religion	11	13	11
Science	16	9	15
Sociology, Economics	59	50	42
Sports, Recreation	134	136	139
Technology	17	14	29
Travel	13	29	29
Total	3,772	3,968	3,375

IMPORTED TITLES

HARD & TRADE PAPER ONLY

CATEGORY	1989 TOTALS	1990 FINAL BOOKS	1990 FINAL ED'NS	1990 FINAL TOTALS	1991 FINAL BOOKS	1991 FINAL ED'NS	1991 FINAL TOTALS
Agriculture	104	68	18	86	68	13	81
Art	128	80	14	94	90	11	101
Biography	144	108	7	115	118	6	124
Business	152	111	23	134	126	14	140
Education	233	220	14	234	161	15	176
Fiction	119	139	27	166	206	44	250
General Works	322	237	29	266	226	26	252
History	376	285	44	329	259	55	314
Home Econ.	31	14	5	19	19	4	23
Juveniles	101	97	6	103	68	1	69
Language	182	176	26	202	149	22	171
Law	156	109	29	138	152	19	171
Literature	275	223	19	242	178	18	196
Medicine	712	524	64	588	381	66	447
Music	78	41	11	52	67	4	71
Philosophy, Psychology	348	270	14	284	237	19	256
Poetry, Drama	147	104	15	119	109	6	115
Religion	173	153	23	176	107	22	129
Science	1,187	910	120	1,030	700	95	795
Sociology, Economics	1,575	1,276	92	1,368	1,185	93	1,278
Sports, Recreation	94	69	6	75	82	11	93
Technology	638	480	66	546	441	117	558
Travel	39	45	3	48	45	12	57
Total	7,314	5,739	675	6,414	5,174	693	5,867

TRANSLATIONS INTO ENGLISH

HARD & TRADE PAPER ONLY

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1986 Final	29	29	26	48	3	485	470	45	110	116	36	9	185	93	26	11	N/A	1,721
1987 Final	33	39	24	45	3	580	486	45	115	65	38	16	245	130	36	9	N/A	1,909
1988 Final	27	34	23	49	5	570	501	45	129	95	43	12	256	162	47	14	N/A	2,012
1989 Final	45	26	49	33	3	442	453	56	142	84	38	12	251	121	36	12	N/A	1,803
1990 Final	26	45	24	40	10	389	252	35	79	82	51	7	185	120	30	5	N/A	1,380
1991 Final	24	35	20	30	1	365	402	45	87	83	49	8	168	125	25	13	N/A	1,480

NOTE: "Total" covers only the languages listed here. **From Weekly Record Listings of Domestic and Imported Books*

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES

CATEGORY	1977	1989		1990 FINAL			1991 FINAL	
	PRICES	PRICES	VOLS.	$ TOTAL	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$16.24	$51.05	359	$19,472.60	$54.24	371	$21,418.37	$57.73
Art	21.24	50.30	759	32,014.30	42.18	717	32,258.72	44.99
Biography	15.34	27.34	1,337	39,547.10	29.58	1,416	38,974.05	27.52
Business	18.00	37.94	748	34,017.46	45.48	790	34,270.53	43.38
Education	12.95	37.62	562	21,759.75	38.72	556	22,942.25	41.26
Fiction	10.09	18.69	1,962	38,915.69	19.83	2,062	43,918.86	21.30
General Works	30.99	49.73	1,035	56,685.05	54.77	1,071	55,418.36	51.74
History	17.12	37.95	1,450	52,829.98	36.43	1,442	57,497.00	39.87
Home Economics	11.16	22.17	357	8,498.26	23.80	341	8,265.33	24.23
Juveniles	6.65	13.01	3,675	47,817.98	13.01	3,705	61,662.04	16.64
Language	14.96	47.35	312	13,408.80	42.98	240	12,412.33	51.71
Law	25.04	58.62	596	36,227.32	60.78	753	48,869.24	64.89
Literature	15.78	32.74	1,312	46,975.79	35.80	1,265	46,502.20	36.76
Medicine	24.00	69.87	2,215	160,019.61	72.24	2,078	148,453.53	71.44
Music	20.13	41.73	184	7,702.20	41.86	173	7,100.43	41.04
Philosophy, Psychology	14.43	36.55	963	39,079.83	40.58	945	40,392.94	42.74
Poetry, Drama	13.63	31.12	486	15,642.71	32.19	511	17,011.37	33.29
Religion	12.26	28.12	977	30,585.32	31.31	958	30,972.53	32.33
Science	24.88	68.90	2,028	150,855.34	74.39	1,818	145,698.30	80.14
Sociology, Economics	29.88	41.26	4,504	189,623.83	42.10	4,306	208,556.87	48.43
Sports, Recreation	12.28	29.46	403	12,300.49	30.52	440	13,500.05	30.68
Technology	23.61	71.04	1,521	116,808.11	76.80	1,620	123,771.58	76.40
Travel	18.44	31.37	181	5,504.18	30.41	156	5,059.40	33.50
Total	**$19.22**	**$40.61**	**27,926**	**$1,176,291.50**	**$42.12**	**27,729**	**$1,224,926.28**	**$44.17**

TABLE A-1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1987	1989		1990 FINAL			1991 FINAL	
	PRICES	PRICES	VOLS.	$ TOTAL	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$32.44	$34.06	288	$ 9,764.18	$ 33.90	289	$ 9,225.97	$31.92
Art	33.07	37.74	714	26,637.75	37.31	662	25,109.56	37.92
Biography	22.75	23.49	1,305	33,238.15	25.47	1,382	34,873.90	25.23
Business	30.48	34.01	705	25,681.61	36.43	736	27,981.81	38.01
Education	29.37	36.53	549	19,955.80	36.35	538	19,645.00	36.51
Fiction	17.02	18.50	1,952	37,622.79	19.27	2,054	40,158.86	19.55
General Works	34.22	37.93	896	36,373.45	40.60	950	37,775.01	39.76
History	29.58	31.96	1,407	47,516.47	33.77	1,392	48,153.09	35.31
Home Economics	19.23	21.60	353	7,919.76	22.44	338	8,077.82	23.89
Juveniles	11.29	12.19	3,671	47,297.40	12.88	3,693	49,402.91	13.37
Language	33.26	34.76	276	9,587.12	34.74	200	8,064.98	40.32
Law	37.40	38.70	464	18,756.47	40.42	543	22,433.99	41.31
Literature	28.97	30.77	1,283	42,979.29	33.50	1,232	41,449.50	33.64
Medicine	38.33	40.22	1,474	61,221.05	41.53	1,363	54,792.47	40.19
Music	31.92	35.50	174	6,646.25	38.20	163	6,222.53	38.17
Philosophy, Psychology	31.48	33.40	898	32,115.17	35.76	895	32,892.39	36.75
Poetry, Drama	24.99	27.83	476	14,247.71	29.93	501	15,692.87	31.32
Religion	23.09	26.75	950	27,832.62	29.30	934	27,746.37	29.70
Science	43.02	36.80	1,341	60,954.03	45.45	1,163	53,236.88	45.77
Sociology, Economics	31.65	35.50	4,301	162,497.08	37.78	4,066	159,363.16	39.19
Sports, Recreation	23.32	27.40	400	11,872.99	30.00	434	12,768.30	29.42
Technology	41.68	44.19	1,004	45,913.61	45.73	1,111	51,539.20	46.38
Travel	24.45	26.65	178	5,184.18	29.12	144	4,176.90	29.00
Total	**$28.96**	**$30.08**	**25,059**	**$791,814.93**	**$31.60**	**24,783**	**$791,703.53**	**$31.95**

TABLE B MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1989 PRICES	1990 FINAL VOLS.	1990 FINAL $ TOTAL	1990 FINAL PRICES	1991 FINAL VOLS.	1991 FINAL $ TOTAL	1991 FINAL PRICES
Agriculture	$ 8.45	1	$ 3.95	$ 3.95	5	$ 25.00	$5.00
Art	11.83	11	147.45	13.40	7	70.94	10.13
Biography	6.44	58	420.00	7.24	76	469.68	6.18
Business	8.93	16	125.75	7.85	13	108.63	8.36
Education	8.42	15	121.25	8.08	5	29.90	5.98
Fiction	3.78	2,855	11,579.99	4.05	2,265	10,170.39	4.49
General Works	7.04	44	302.45	6.87	52	388.95	7.48
History	6.37	28	174.90	6.24	28	234.40	8.37
Home Economics	7.20	44	297.04	6.75	60	477.93	7.97
Juveniles	3.19	433	1,543.25	3.56	448	1,512.68	3.38
Language	5.49	17	91.85	5.36	9	65.34	7.26
Law	6.95	3	19.85	6.61	4	39.40	9.85
Literature	6.10	28	180.60	6.45	24	141.45	5.89
Medicine	8.11	31	255.55	8.24	32	188.25	5.88
Music	6.73	7	102.65	14.66	1	2.75	2.75
Philosophy, Psychology	5.09	121	824.95	6.81	67	521.29	7.78
Poetry, Drama	5.44	4	24.35	6.08	12	78.59	6.59
Religion	6.96	13	90.45	6.95	11	85.72	7.79
Science	9.99	9	82.55	9.17	15	124.03	8.27
Sociology, Economics	6.24	50	344.45	6.88	42	317.36	7.56
Sports, Recreation	5.66	136	719.55	5.29	139	1,041.94	7.50
Technology	20.95	14	338.30	24.16	29	741.74	25.58
Travel	9.95	29	325.55	11.22	26	284.80	10.95
Total	**$4.32**	**3,967**	**$18,134.68**	**$ 4.57**	**3,370**	**$17,121.16**	**$5.08**

[illegible]

CATEGORY	1977 PRICES	1989 PRICES	1990 FINAL VOLS.	1990 FINAL $ TOTAL	1990 FINAL PRICES	1991 FINAL VOLS.	1991 FINAL $ TOTAL	1991 FINAL PRICES
Agriculture	$ 5.01	$16.49	142	$ 2,331.93	$16.42	129	$ 1,922.15	$ 14.90
Art	6.27	17.07	462	8,268.35	17.90	509	9,727.89	19.11
Biography	4.91	11.42	520	6,783.68	13.05	536	7,172.63	13.38
Business	7.09	21.29	398	7,804.57	19.61	477	10,112.20	21.20
Education	5.72	18.80	436	8,371.05	19.20	453	10,554.01	23.30
Fiction	4.20	9.87	885	10,018.63	11.32	1,027	12,499.30	12.17
General Works	6.18	26.94	629	18,660.16	29.67	650	22,579.46	34.74
History	5.81	15.69	701	12,189.53	17.39	717	12,183.17	16.99
Home Economics	4.77	12.10	351	4,552.99	12.97	371	4,782.83	12.89
Juveniles	2.68	6.64	938	6,366.75	6.78	810	6,152.66	7.60
Language	7.79	18.02	292	4,867.58	16.67	250	4,206.47	16.83
Law	10.66	23.81	269	6,765.37	25.15	331	8,147.92	24.62
Literature	5.18	14.83	671	10,427.58	15.54	654	10,015.99	15.31
Medicine	7.63	22.25	696	15,879.68	22.82	702	16,988.58	24.20
Music	6.36	18.45	92	1,764.05	19.17	115	1,958.72	17.03
Philosophy, Psychology	5.57	15.06	563	8,609.10	15.29	657	10,863.83	16.54
Poetry, Drama	4.71	10.98	368	4,573.23	12.43	338	4,014.49	11.88
Religion	3.68	11.06	1,248	15,123.35	12.12	1,334	16,679.64	12.41
Science	8.81	27.14	621	17,397.25	28.01	567	16,053.54	28.31
Sociology, Economics	6.03	20.33	2,333	45,716.77	19.60	2,294	45,152.22	19.68
Sports, Recreation	4.87	13.36	422	5,770.34	13.67	449	6,748.81	15.03
Technology	7.97	28.64	509	15,300.67	30.06	586	19,565.22	33.39
Travel	5.21	15.71	280	3,730.35	13.32	301	4,231.35	14.06
Total	**$5.93**	**$17.16**	**13,826**	**$241,272.96**	**$17.45**	**14,267**	**$262,313.08**	**$ 18.39**

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Publishers Weekly (ISSN 0000-0019) RPUSA 123397457 is published weekly, with the exception of the last week in December and with additional issues in January and February and with a combined July 20 and July 21 issue. Published by the Cahners Publishing Company, a Division of Reed Publishing USA, 275 Washington St., Newton MA 02158-1630. Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; Robert T. Brawn, Sr. Vice President/General Manager; Jerry D. Neth, Senior Vic. President/Publishing Operations; J.J. Walsh, Senior Vice President/ Finance; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Fulfillment Corp. of America, 205 West Center St., Marion, OH 43302. Second Class postage paid at New York, N.Y. and additional mailing offices. **POSTMASTER: Send address changes to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43305**. All editorial and advertising correspondence should be addressed to the office of publication: PUBLISHERS WEEKLY, 249 West 17th St., New York, NY 10011; telephone: 212/645-0067; telex:12-7703; fax: 212/242-7216. Address circulation correspondence and changes of address to PUBLISHERS WEEKLY, P.O. Box 1979, Marion, OH 43305 telephone 1-800-842-1669; in Canada and all other countries, telephone: 1-614-382-3322. Printed in USA. PUBLISHERS WEEKLY copyright 1992 by Reed Publishing USA; Robert L. Krakoff, Chairman and Chief Executive Officer. SUBSCRIPTION PRICES: U.S.A.: 1 year $119, 2 years $199, 3 years $279. Canada: 1 year $177, 2 years $301, 3 years $425. Air Delivery to all other countries: 1 year $260, 2 years $442, 3 years $624. (Remit in U.S. funds only). Single copies are available at $5.00 for regular issues and $10.00 for Announcement issues. PUBLISHERS WEEKLY is a registered trademark of Reed Properties, Inc., used under license. ☐ Specialized Business Magazines For Building and Construction, Research, Technology, Electronics, Computing, Printing, Publishing, Health Care, Food Service, Packaging, Environmental Engineering, Manufacturing, Entertainment, Media, Home Furnishings, Interior Design and Lodging. ☐ Specialized Consumer Magazines For Childcare, Boating and Wedding Planning.

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